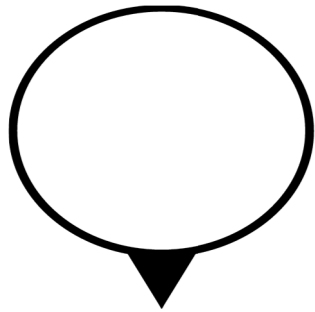


# HOW TO HEDGE SUCCESS?

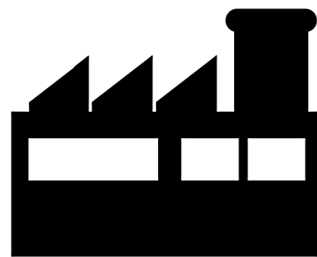
By Jan Stange

Our Strategy Audit

## EXTERNAL ANALYSIS



CONTEXT ANALYSIS



INDUSTRY ANALYSIS & SEGMENTATION



STRATEGIC GROUPS ANALYSIS

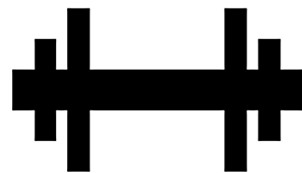


COMPETITORS ANALYSIS

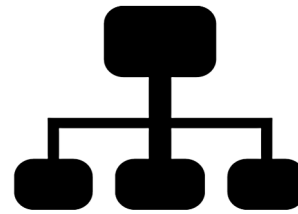
## INTERNAL ANALYSIS



OPERATIONAL RISK ANALYSIS



COMPETENCY ANALYSIS

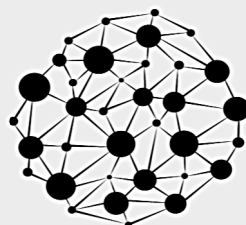


ORGANIZATIONAL STRUCTURE ANALYSIS



VALUE CHAIN ANALYSIS

## STRATEGY COMPREHENSION



SWOT + TOWS ANALYSIS



STRATEGY STRESS TEST



STRATEGY ADJUSTMENTS

STRATEGIC ACTION



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Strategy  
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