Category

Strategy

Corporate Strategy: From Vision to Executable Roadmap

A step-by-step framework for turning a boardroom vision into a resourced, owned, and measurable 12–18 month roadmap

- Executive
- Intermediate
- Template Included
- Workshop Ready

- Mithun A. Sridharan

- 15 May 2026
- 6 minute(s)

Overview

Turn your company vision into an executable roadmap: a proven cascade from strategic pillars to OKRs to a resourced, quarterly-reviewed plan

How is this different from OKRs?

It isn't a replacement — OKRs are the mechanism for layer three (objectives). This framework is the layer above and below OKRs: it tells you which pillars your OKRs should serve, and how they turn into an owned, resourced roadmap.

How often should we redo the strategic pillars?

Pillars are durable — expect them to hold for 12–24 months unless there's a major market shift, acquisition, or leadership change. Objectives and the roadmap are what you revisit quarterly.

What if leadership can't agree on 3–5 pillars?

That disagreement is valuable signal, not a blocker — it usually means the vision itself is still ambiguous. Go back to Step 1 and pressure-test the vision before forcing a pillar list.

Do we need special software to run this?

No. A shared document, a whiteboard, and a recurring calendar invite for the quarterly review are enough. The discipline matters far more than the tooling.

How long does the full cascade take end to end?

Roughly four to six weeks from the first vision interview to a published, owned roadmap — most of that is scheduling leadership time, not the exercises themselves.

{ "@context": "https://schema.org", "@type": "FAQPage", "mainEntity": [{ "@type": "Question", "name": "How is this different from OKRs?", "acceptedAnswer": { "@type": "Answer", "text": "It isn't a replacement — OKRs are the mechanism for layer three (objectives). This framework is the layer above and below OKRs: it tells you which pillars your OKRs should serve, and how they turn into an owned, resourced roadmap." } }, { "@type": "Question", "name": "How often should we redo the strategic pillars?", "acceptedAnswer": { "@type": "Answer", "text": "Pillars are durable — expect them to hold for 12–24 months unless there's a major market shift, acquisition, or leadership change. Objectives and the roadmap are what you revisit quarterly." } }, { "@type": "Question", "name": "What if leadership can't agree on 3–5 pillars?", "acceptedAnswer": { "@type": "Answer", "text": "That disagreement is valuable signal, not a blocker — it usually means the vision itself is still ambiguous. Go back to Step 1 and pressure-test the vision before forcing a pillar list." } }, { "@type": "Question", "name": "Do we need special software to run this?", "acceptedAnswer": { "@type": "Answer", "text": "No. A shared document, a whiteboard, and a recurring calendar invite for the quarterly review are enough. The discipline matters far more than the tooling." } }, { "@type": "Question", "name": "How long does the full cascade take end to end?", "acceptedAnswer": { "@type": "Answer", "text": "Roughly four to six weeks from the first vision interview to a published, owned roadmap — most of that is scheduling leadership time, not the exercises themselves." } }] }

Subscriber access

Unlock this playbook

This playbook — including every framework, template, and step-by-step section — is available free to Think Insights subscribers. Enter your email to unlock it instantly and get our weekly insights newsletter. No account needed, and access is remembered on this device.

First Name

Last Name

Email

Country - Select -

- [ ] I agree to data processing in accordance with GDPR

Submit

Leave this field blank

References

Related playbooks

Strategy

Strategy for Talent Scarcity & Skills Market Competition Playbook

A framework for competing effectively in genuinely scarce talent markets by building structural advantages — role design, career pathways, flexible sourcing — r

- Executive
- Intermediate
- Template Included

Read playbook

Strategy

Strategy for Subscription, Usage-Based & Recurring Revenue Models Playbook

A framework for the strategic and operating model changes a shift to subscription or usage-based revenue actually requires — beyond pricing, into customer succe

- Executive
- Intermediate
- Template Included

Read playbook

Strategy

Strategy for Regionalization, Friend-Shoring & Supply Chain Restructuring Playbook

A framework for evaluating supply chain regionalization and friend-shoring decisions against a genuine cost-resilience trade-off, rather than reflexive restruct

- Executive
- Advanced
- Template Included

Read playbook

Talk to our strategy team

Author

Mithun A. Sridharan Thought Leader

I'm Mithun A. Sridharan, Founder of this website - Think Insights - on Strategy, Management Consulting, Leadership, Digital Transformation, and Data Literacy. Follow me on social media or connect with me on LinkedIn for updates.