Category

Strategy

Corporate Portfolio Strategy & Capital Allocation Playbook

A framework for deciding what to reshape, divest, and invest in across a multi-business portfolio

- Executive
- Advanced
- Template Included

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- 4 minute(s)

Overview

A repeatable process for evaluating every business unit against strategic fit and financial return, then allocating capital accordingly — including when to divest.

How often should a portfolio review happen?

Annually at minimum, with a lighter check-in at the half-year mark. Crisis or activist pressure can force an off-cycle review — this playbook works for both.

Does this replace the annual budgeting process?

No. Budgeting allocates capital within a business unit's existing scope; this playbook decides which business units deserve capital at all, and how much, before budgeting begins.

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