Category

Strategy

Strategy Renewal & Strategic Review Playbook

A structured 3-year reset process for revisiting strategy from first principles

- Executive
- Intermediate
- Template Included
- Workshop Ready

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- 4 minute(s)

Overview

A framework for periodically stepping back from incremental annual planning to ask whether the fundamental strategy is still right — not just whether execution is on track.

How is this different from the annual planning cycle?

Annual planning typically refines execution of an existing strategy. This process periodically questions the strategy itself — whether the core assumptions still hold — which is a different and less frequent exercise.

Why every three years specifically?

Three years is long enough for market conditions to shift meaningfully but short enough to catch drift before it becomes a crisis. Faster-moving industries may want a two-year cycle; slower-moving ones can stretch to four.

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