Category

Strategy

International Portfolio & Geographic Footprint Strategy Playbook

Actively managing an existing multi-country footprint as a portfolio, not just operating wherever you already are

- Executive
- Advanced
- Template Included

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- 4 minute(s)

Overview

A framework for periodically reviewing an already-established international footprint against strategic fit and financial performance, deciding where to invest further, hold, restructure, or exit.

How is this different from the Internationalization & Cross-Border

Expansion Playbook? That playbook sequences entry into new markets you haven't entered yet. This one manages the countries you're already operating in as an active portfolio — deciding where to double down, hold steady, restructure, or exit — which is a distinct, ongoing discipline most companies never formalize.

How often should a geographic footprint review happen?

Annually alongside broader portfolio review is typical, though a company with a large or complex footprint may benefit from a rolling review of a subset of markets each quarter.

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