

Ansoff's strategy for growth	Tool is used to analyse the growth strategies that the organization's management can choose from, based on the three dimensions: product, market and geography.	Design of strategy (but also strategic analysis). Provides an overview and helps with choice of strategy.
Porter's Generic Strategies	Tool is used to analyse the competitive strategies that the organization's management can choose.	Design of strategy (but also strategic analysis). Provides an overview and helps with choice of strategy.
The Four Ps	After the overall decision on the competition strategy, the tool is used to put together a marketing mix: How will we actually compete?	Design of strategy (but also strategic analysis). Helps with choice of strategy concerning the marketing of individual products.
Miles and Snow's Strategy Model	Analyses the organization's situation based on two dimensions: Exploration and exploitation	Design of strategy (but also strategic analysis). Provides an overview and helps with choice of strategy.
The Blue Ocean Strategy	Tool used to analyse which of two marketplaces, Blue Ocean or Red Ocean, on which the organization is present, and then uncover what it needs to get from Red to Blue.	Design of strategy (but also strategic analysis). Helps with an innovative approach to strategy.
Disruption	Tool used to analyse whether one's business model may be exposed to disruption.	Design of strategy (but also strategic analysis). Helps with innovative approach to strategy
Objectives Tree	Tool used to show how the strategy translates into the different units of the organization and, thus, creates coherence.	Preparation and implementation of strategy (but also design of strategy). Provides an overview and demonstrates the importance of the strategy for the different parts of the organization.
SMART objectives	Tool that helps us to define goals that are not fluffy declarations of intent but can actually be used operationally.	Preparation and implementation of strategy (but also design of strategy). Helps us define goals that can be used in practice.
The Business Excellence Model	The tool introduces the organization to a model consisting of nine criteria. The model can be used to implement the strategy.	Preparation and implementation of strategy (but also strategic analysis and design of strategy). Inspiration for strategy implementation in organizations and parts of organizations.
Checklist for evaluating strategy and process	A tool that can ensure that we carefully evaluate both strategy and strategy process.	Evaluation of strategy and process. Checklist.

FIGURE 10.60
Overview of tools for the strategy process.