



Servant Strategy Concept:

- 1. A business exists to solve a Big Problem in the world. The scale of the problem defines the scale of the strategy.
- 2. The purpose of a business is to scale by solving the Big Problem.
- 3. A business creates unique value for customers and other stakeholders—employees, business partners, shareholders, regulators, and society.
- 4. A business continuously improves the efficiency of its Value Waves (business processes) to maximize the value created for all six stakeholder groups.
- 5. The business's profit serves as: a) an indicator of its success, b) a source of funds for business development, c) a source of wealth for employees and shareholders.

Servant Strategy Pyramid by Svyatoslav Biryulin



Calling	Purpose statement	Why are we here? What do we do? What problems do we solve? Whose problems do we solve?
	Corporate values What do we believe in?	What are our values and convictions?
	Strategic intention What big problem to solve?	What Big Problem of the world do we want to solve?
Context & Foresight	Possible futures What's our theory of the future?	What will change in the future, and how? What's our plausible scenario?
Business Model	Target customers Who will we create value for?	Who are our future customers? What needs do they have? What values will we create for them?
	Other stakeholders What value will we create for them?	Who are our stakeholders? What needs do they have? How will we meet these needs?
	Key Assets What assets will we need to deliver value to stakeholders?	What assets do we need to create or change to deliver stakeholder needs?
	Key Value Waves (business processes) Which Value Waves will we need to change to deliver value to stakeho	What Value Waves (business processes) do we need to create or change to deliver stakeholder needs?
Implementation	Strategic goals What are our goals?	In which direction will we move? How fast will we move?
	Strategic projects What projects will we initiate to deliver value to stakeholders?	What projects will we launch, and when?
	Financial model What is our target financial model?	What will our financial model look like?
	Metrics and indicators How will we assess our development?	What metrics and indicators will we use?



Svyatoslav Biryulin

I help startups, mid-sized, and large companies create their own markets and niches. I've already helped 100+ businesses find their unique path.

Want to create your own market and forget about competition?



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