

SERVICES STRATEGIC PLANNING

Adding Focus and
Clarity to Your
Blueprint for Success



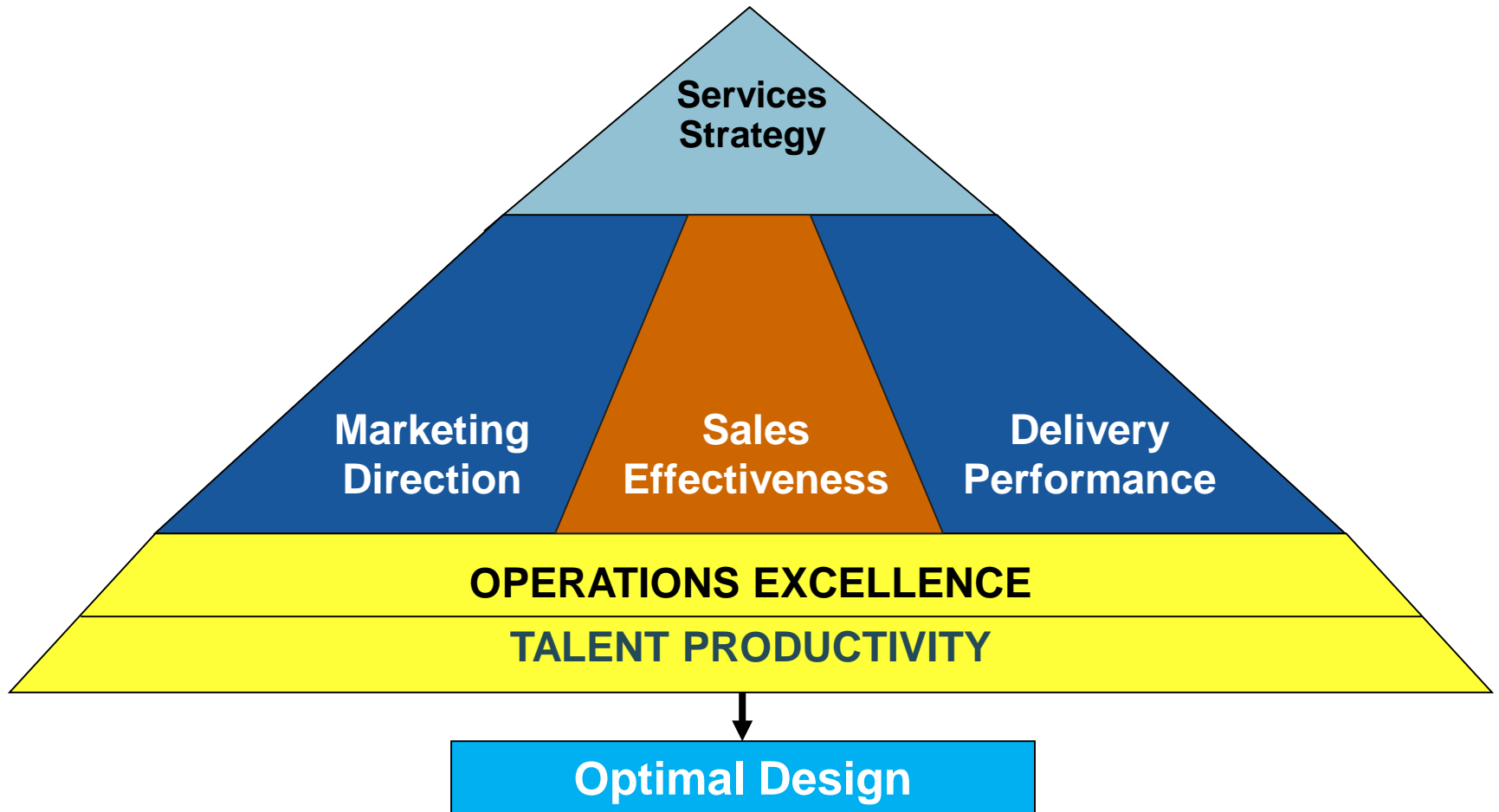
James “Alex” Alexander

IT'S ALL ABOUT ALIGNMENT

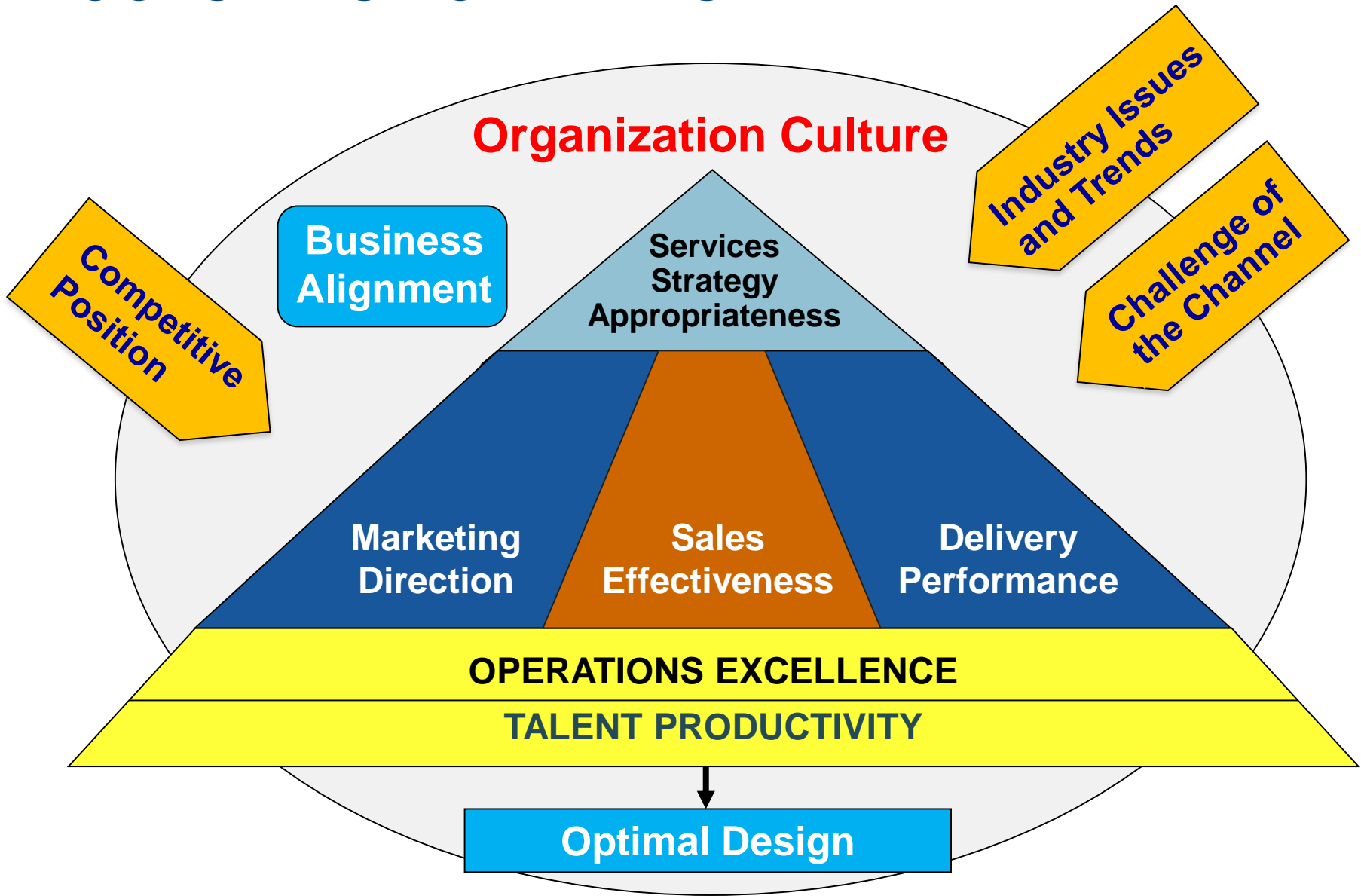


THERE IS NOTHING WORSE THAN DOING SOMETHING REALLY WELL THAT NEVER SHOULD HAVE BEEN DONE IN THE FIRST PLACE.

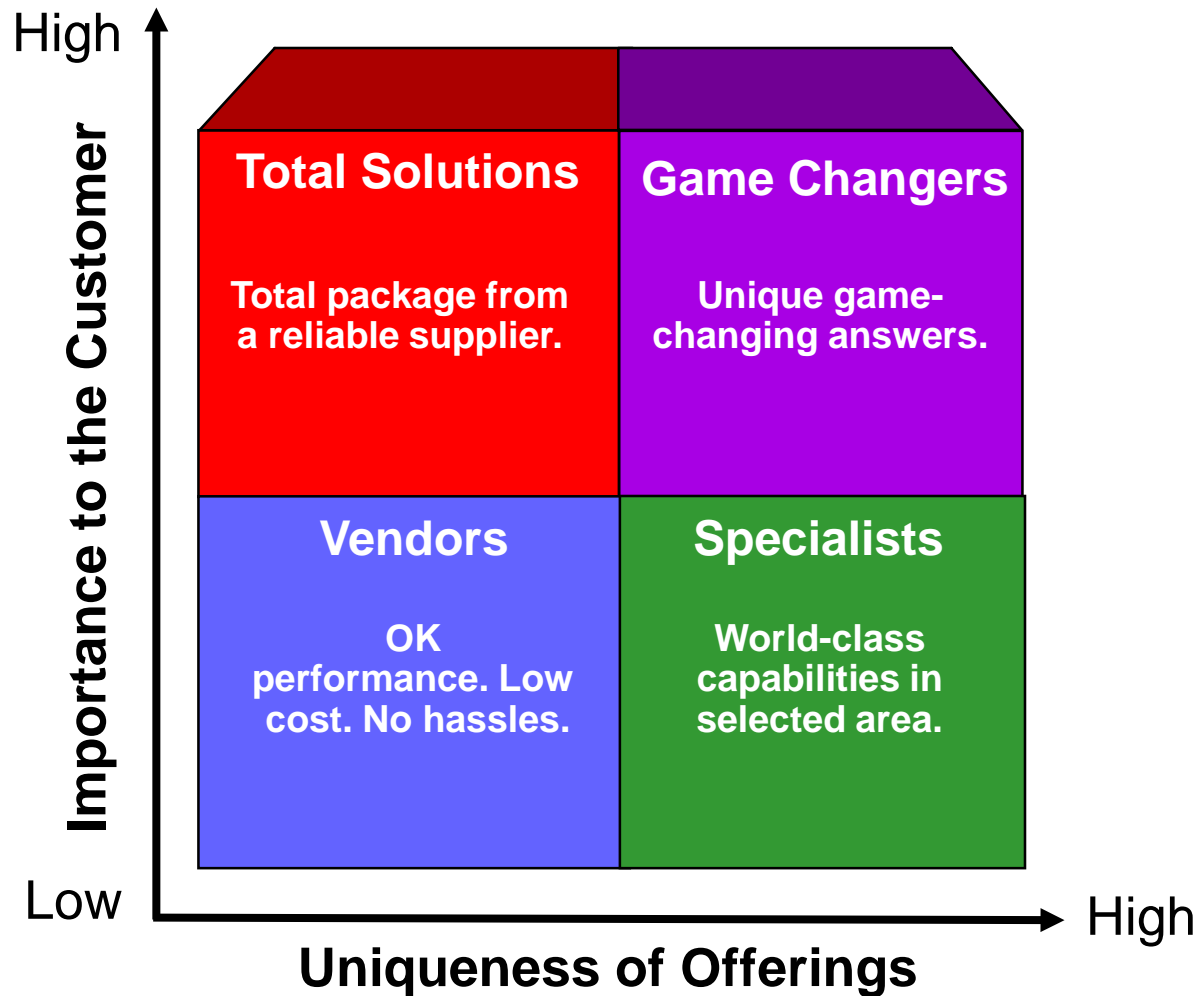
THE SERVICES PERFORMANCE SYSTEM



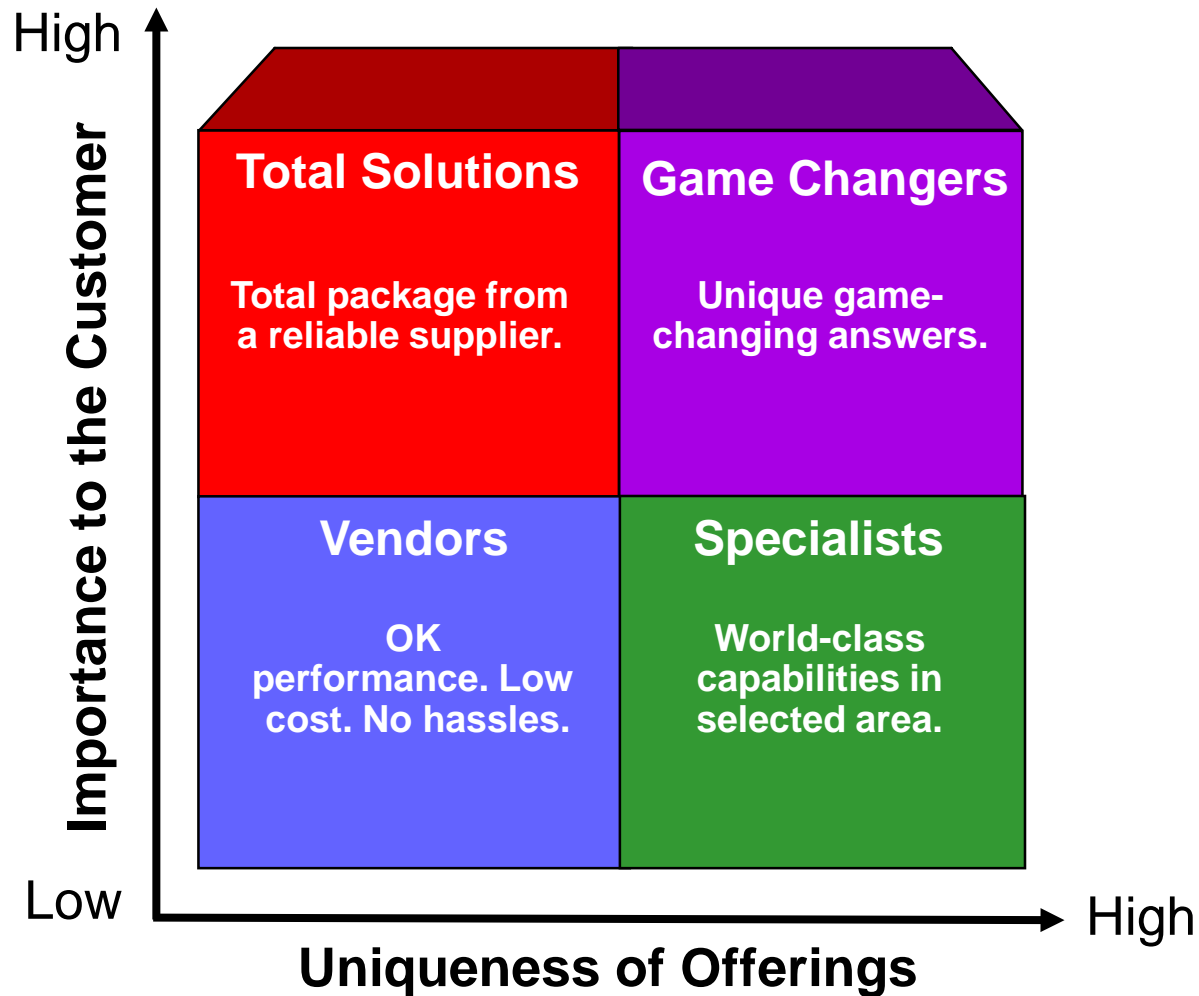
OOPS! IT'S NOT THAT SIMPLE



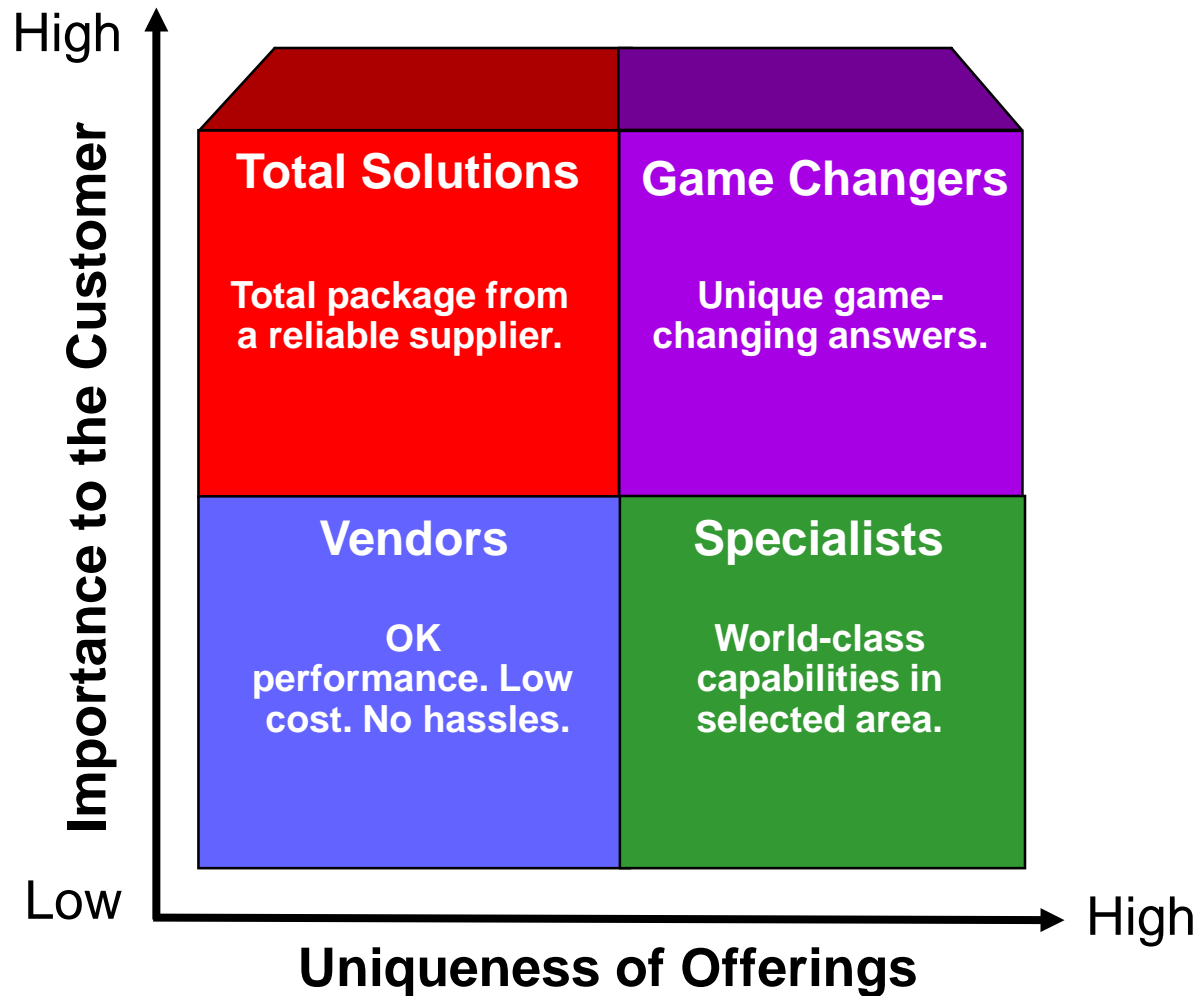
BUSINESS STRATEGY: THE FOUR CHOICES



STATION BREAK: WHICH STRATEGY IS YOUR BUSINESS FOLLOWING?



STATION BREAK: WHAT ARE THE IMPLICATIONS FOR YOUR SERVICES BUSINESS?



THREE PATHS TO GREATNESS

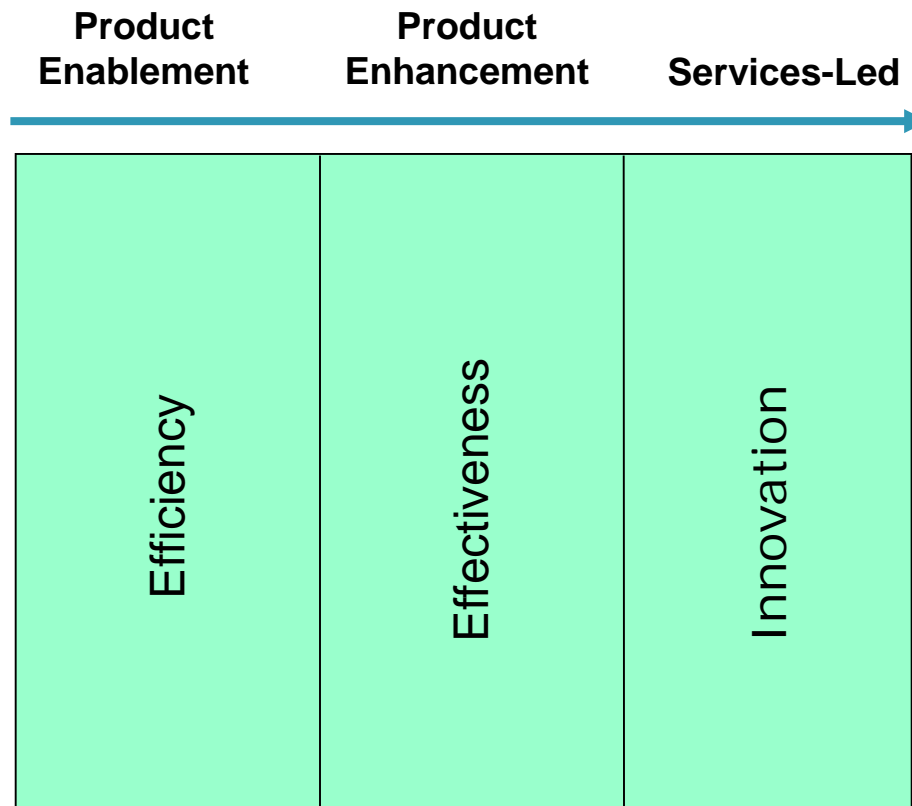
The Three Services Strategies



Adapted From: *The State of S-Business*. James A. Alexander. 2002.

YOUR STRATEGY DETERMINES YOUR PHILOSOPHY

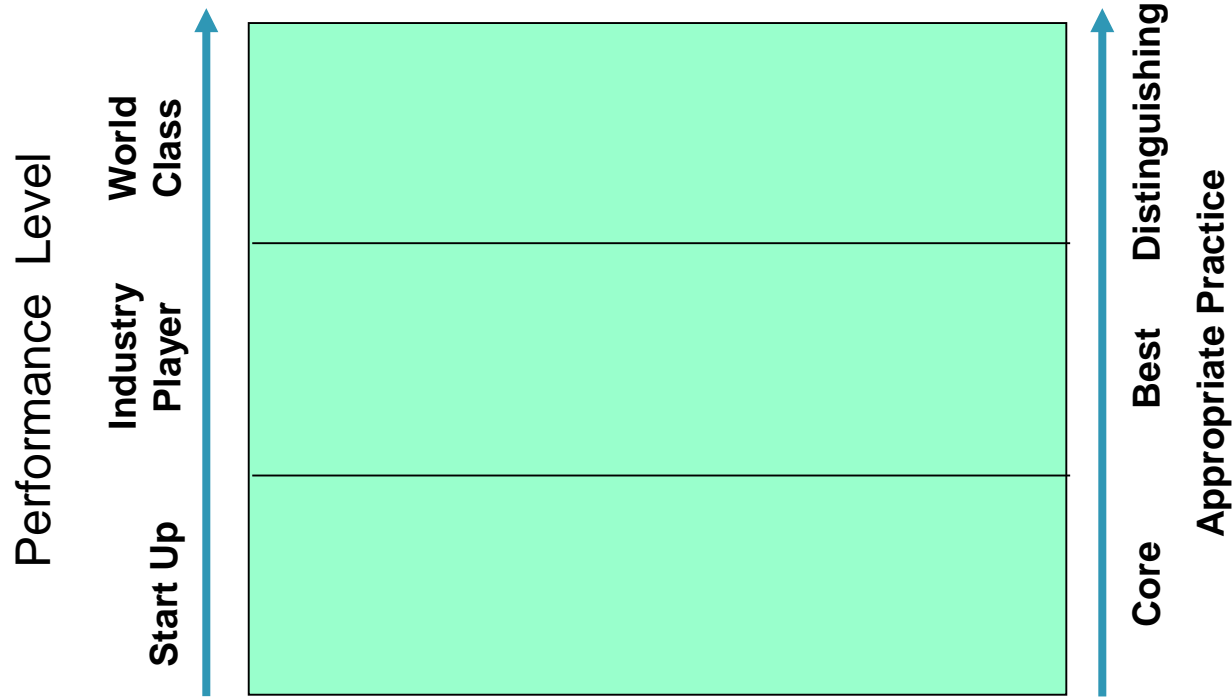
The Three Services Strategies



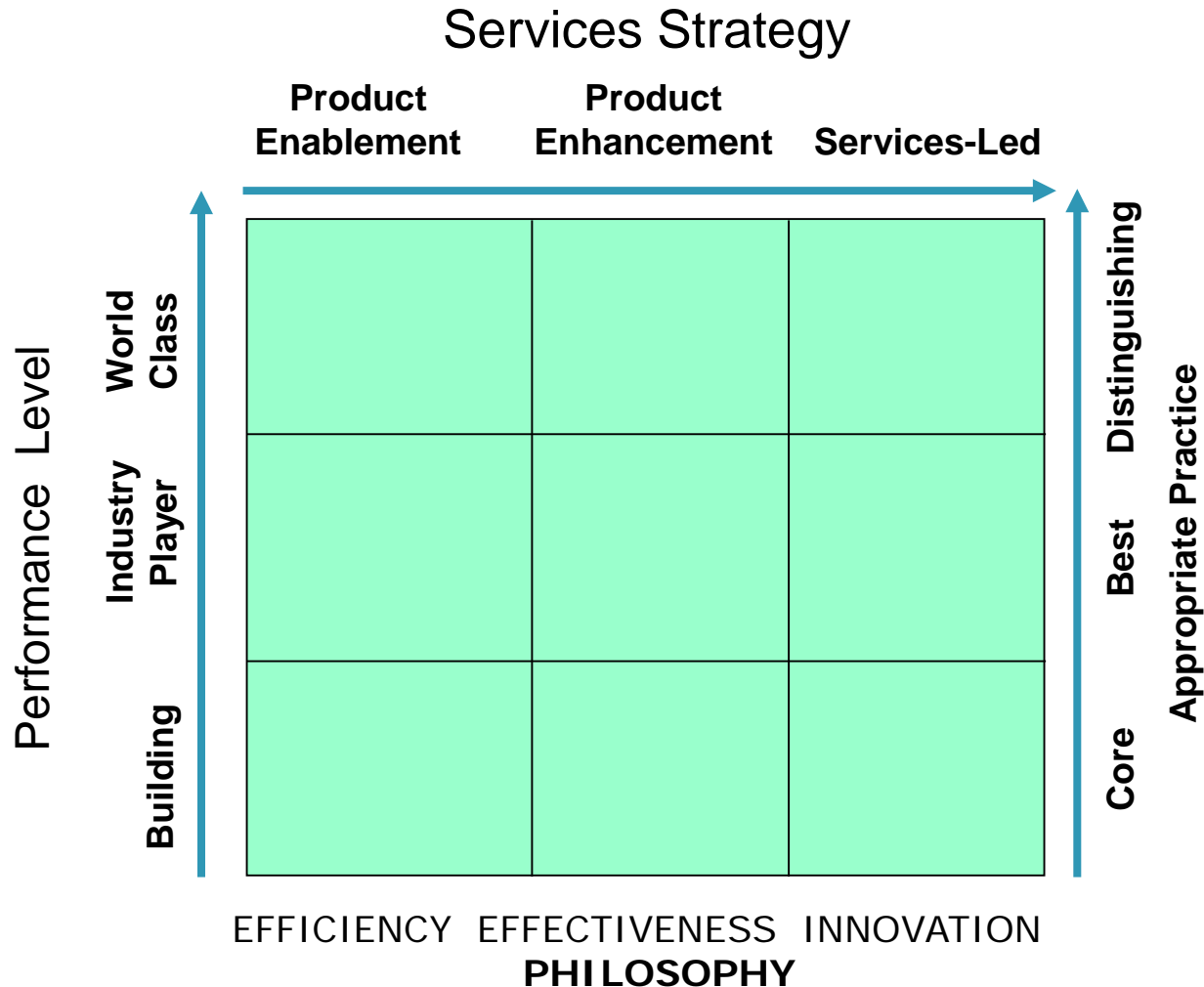
THE THREE PERFORMANCE LEVELS



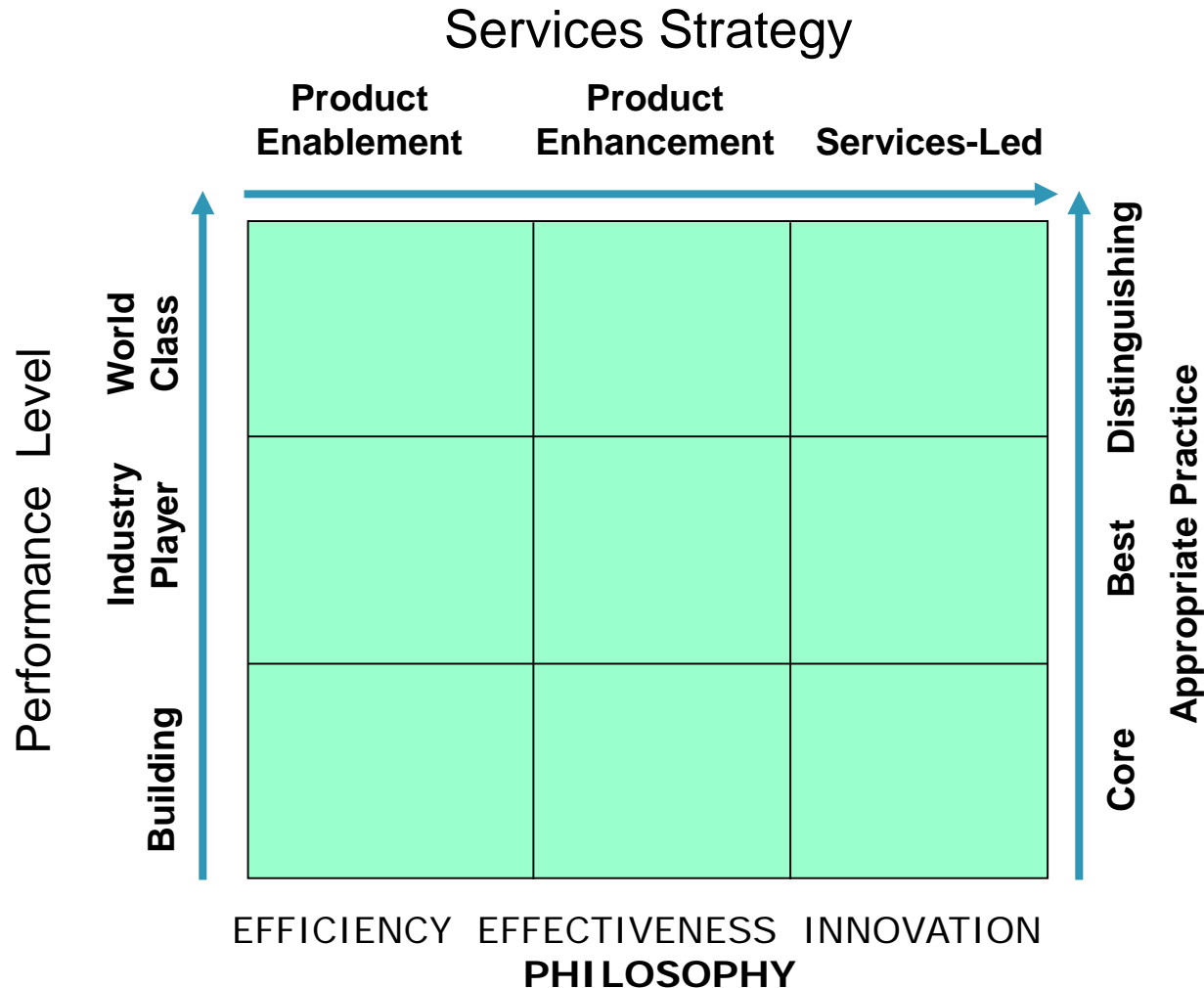
YOUR PERFORMANCE LEVEL DETERMINES THE APPROPRIATE PRACTICES



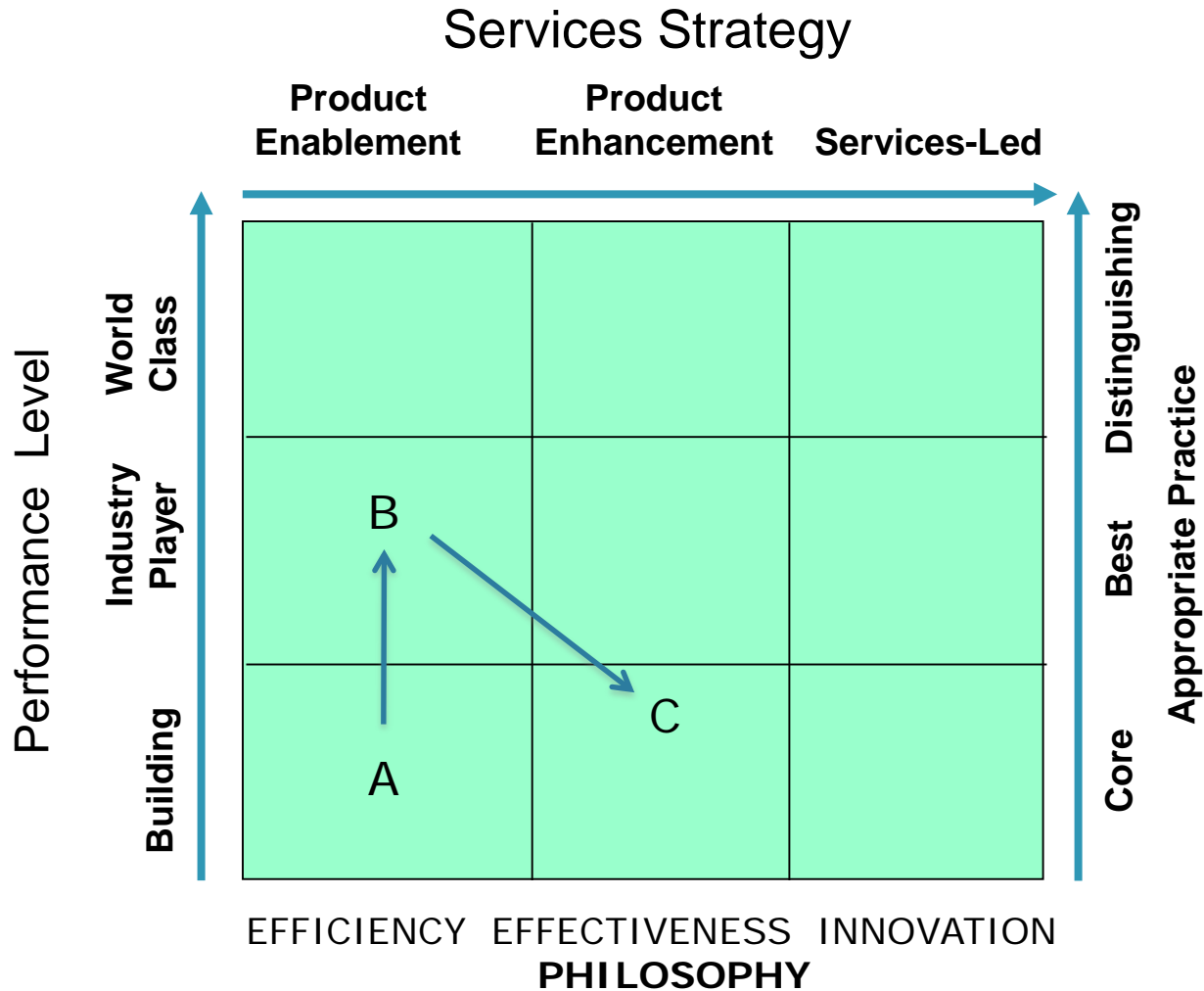
THE NINE BOXES OF SERVICES STRATEGY



STATION BREAK: WHERE ARE YOU TODAY AND WHERE SHOULD YOU BE TOMORROW?



THE NINE BOX EXAMPLE



THANK YOU

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