

## Article

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### Strategic Readiness Diagnostic

You may wish to assess your organization's strategic readiness. Consider the following statements and whether your organization currently excels or needs improvement in these areas.

- Our strategy defines our competitive advantage
- Our strategy reduces ambiguity
- Our strategy provides purpose
- Strategy shapes our approach to customers, processes and people
- Executives demonstrate strategic leadership
- Everybody understands the strategy and why it was created
- Corporate objectives define strategic success

