



## STRATEGY CREATION & EXECUTION SOFTWARE

# Drive real results by aligning your strategy and execution

According to the *Harvard Business Review*, 95% of a typical workforce does not understand its organization's strategy. And 90% of organizations fail to execute their strategies successfully.<sup>1</sup> StrategyFrog's collaborative software platform provides your organization with a simplified process to create a dynamic strategy and manage it effectively. Harnessing proven, leading business practices, StrategyFrog propels your organization forward to thrive by linking action with results.



StrategyFrog is a great platform to build, report, communicate, and manage our organization's strategy. It's been critical for us.

**DAVID PALAY, MD**  
PRESIDENT  
LIDHYGENIX

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### Improve performance by aligning organizational and individual objectives



#### Establish direction

Develop the right strategy for your organization or team.



#### Plan together

Build a robust strategy, align implementation effectively, and make an impact.



#### Increase understanding

Make informed decisions using our internal business intelligence tools.



#### Outperform your competitors

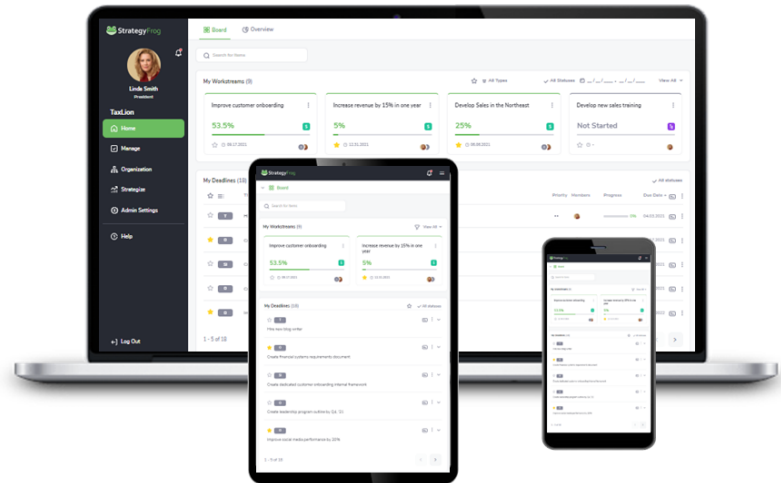
70% of organizations with a formal execution process outperform their peers.<sup>2</sup>

<sup>1</sup>Robert S. Kaplan and David P. Norton, "The Office of Strategy Management," *Harvard Business Review*, October 2005

<sup>2</sup>Robert S. Kaplan and David P. Norton, *The Execution Premium: Linking Strategy to Operations for Competitive Advantage*, 2008.

## Optimize your strategy process to achieve impactful outcomes

- ◆ **Create a strategy** leveraging easy-to-use software that improves transparency, alignment, and results.
- ◆ **Communicate strategy** easily, so your organization and all key stakeholders know what's essential.
- ◆ **Execute strategy** by aligning all employees with your organization's strategy and enabling employees to create, manage, edit, and view work the way they want.
- ◆ **Measure and track results** so everyone can see the "big picture" and "the details."



## StrategyFrog help organizations manage today's fast-changing environment

### Primary Features



#### Strategy Wizard

Utilize a simple process to guide the creation of your organization's strategy.



#### Project Manager

Connect projects and all individual objectives directly to the organization's strategic goals.



#### Leading Edge Analytics

Use our dashboards that share insights to help your employees make the right decision.



#### Connected Messaging

Communicate directly with others instantly in the app about the progress of executing strategy.



#### Team View

Gain clear understanding, transparency, and accountability for everyone.



#### Automated Follow-Up

Ensure your work is on track and moves ahead with automatic notifications.

### Platform Components

#### Strategy Creation

Mission  
Vision / Values  
Value Discipline  
Target Arenas  
Differentiators  
Balanced Scorecard  
KPIs/Metrics  
Priority

#### Execution

Leaders / Supporters  
OKRs  
Status / Type  
Dynamic / Manual Progress  
Notes / Visibility  
In-App Communication  
Attachments  
Favorites / Notifications

#### Analytics / Views

Board  
Overview  
My Workstreams View  
My Deadlines View  
Dashboards  
Triggers  
List View  
Tree View  
Timeline View  
Me / Team Options

#### Platform

Scalable  
Reliable  
Secure  
Private  
Compliant



Contact a **StrategyFrog** representative at **888.570.FROG (3764)** or email us at **hello@strategyfrog.com** for more information.

**StrategyFrog** is changing the way organizations plan and execute strategy. Make setting goals and achieving results easy. Your organization will thank you. Take the leap now!