

Welcome to StrategyFrog!

StrategyFrog is a collaborative software platform that makes creating and executing strategy *simple, effective, and useful*. Use StrategyFrog to build a *thriving organization* with focused strategy, disciplined execution, and a healthy culture. Review this guide to get started!

- 1 Build your Account Profile** by adding *User Information* (i.e., picture, time zone, etc.) and adjust *Notifications*. (Hint: Click the empty profile picture.)
- 2 Input your organization's strategy n Strategize** (*Who We Are, Our Focus, and Our Priorities*).
- 3 Review Regular User Guides** to understand and use StrategyFrog fully.

That's it.

Enjoy StrategyFrog!

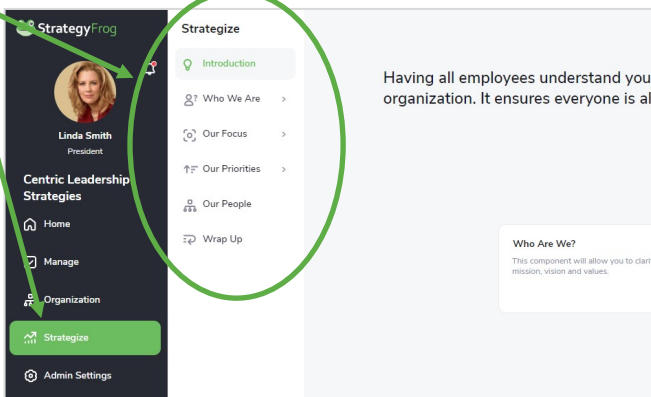
Quick Reference Guide (QRG): STRATEGIZE



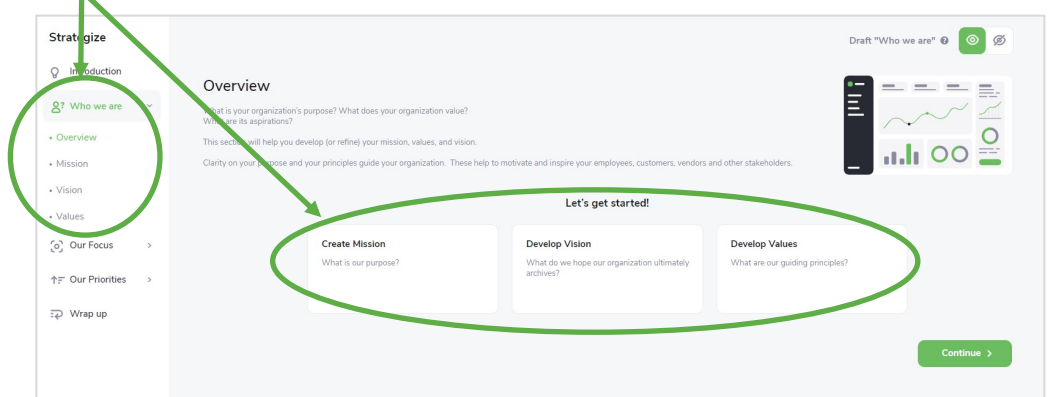
Define your strategy and share it with everyone in your organization

Identify a small team or a specific person to create strategy for your organization. The results will be shared with all of your employees for improved transparency, alignment, and performance.*

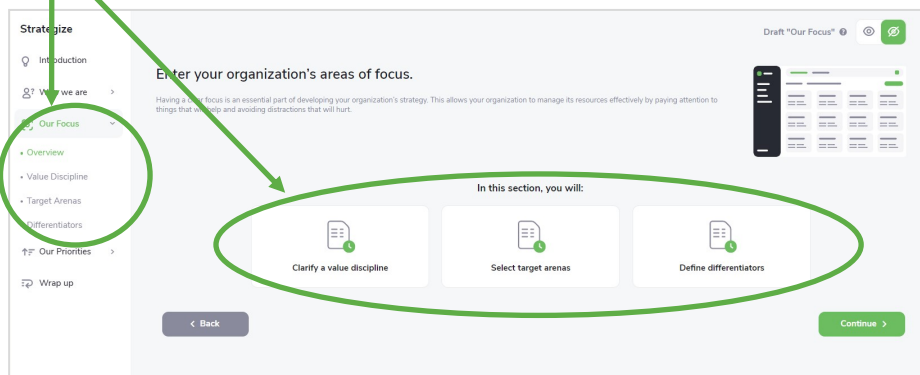
A Use STRATEGIZE to follow a simple guide



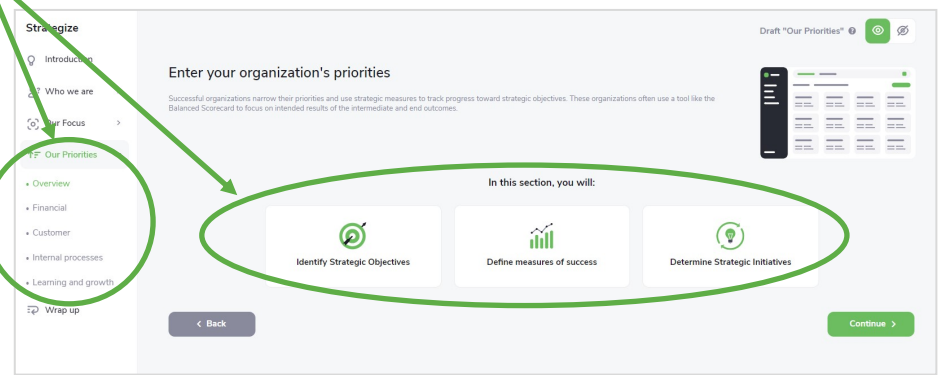
B Answer WHO WE ARE (Mission, Vision, and Values)



C Clarify FOCUS (Value Discipline, Targets, and Differentiators)



D Establish PRIORITIES (Strategic Objectives, Strategic Initiatives, and Metrics)



*Individuals creating your organization's strategy are called "Strategy Planners" in StrategyFrog.

Quick Reference Guide (QRG): STRATEGIZE



A Use STRATEGIZE to follow a simple guide

This easy-to-use wizard offers many common repeatable elements to make your work easy.

The image displays two screenshots of the STRATEGIZE interface. The top screenshot shows the 'Overview' page, which includes a navigation menu on the left with 'Who We Are' highlighted. The main content area has an 'Overview' section with introductory text and a 'Let's Get Started!' section with three cards: 'Create Mission', 'Develop Vision', and 'Develop Values'. A 'Continue' button is at the bottom right. A callout box points to a draft status icon in the top right corner. The bottom screenshot shows the 'Create a Mission' page, where a text box contains the mission statement: 'Our mission is to create opportunities for disadvantaged farmers to gain access to land and support infrastructure to alleviate their own food insecurity and to provide opportunities to become self-sustaining.' A 'Learn More' button is visible in the top right corner.

Hide or Share Work
Select Draft status to prevent others seeing your early work.
Publish when you are finished so your entire organization can view the results.

Learn More
Select this to gain more knowledge about this topic and access supporting tools.

Gain an overview
STRATEGIZE has several sections to help you create your organization's strategy. Each section begins with an Overview that indicates the topics for you to address.
Read the Overview page to understand the section in more depth.

Quick Reference Guide (QRG): STRATEGIZE



B Answer WHO WE ARE (for your organization's Mission, Vision, and Values)

Create Mission
Enter your Mission so employees are clear why your organization exists.

Develop Vision
Enter your Vision so employees understand what ultimate success looks like for your organization.

Develop Values
Enter a Value that illustrates a guiding principle of your organization.

Show more to see additional summary information about this topic.

Add another Value for your organization.

The screenshot displays the StrategyFrog interface for the 'Who We Are' section. It shows three sequential steps: 'Create a Mission', 'Develop a Vision', and 'Develop Values'. Each step includes a text input field with a sample sentence and a 'Continue' button. A 'Learn More' button is also present in each step. The interface includes a sidebar with navigation options like 'Home', 'Manage', 'Organization', and 'Admin Settings'. A 'Draft "Who We Are"' indicator is visible at the top of each step.

Quick Reference Guide (QRG): STRATEGIZE



c Clarify FOCUS (for your Value Discipline, Target Arenas, and Differentiators)

Select a Value Discipline
Enter your organization's primary focus and distinctive ability.

Define Target Arenas
Identify where your organization targets its efforts.

Define Differentiators
Describe how your organization is different from competitors (or other participants in your area), and add multiple reasons, if necessary.

Scroll to see more

Strategize

Select Value Discipline

Michael Treacy and Fred Wiersema in *The Discipline of Market Leaders* stated that an organization must be intimate with customers, develop leading products, and operate with excellence to be competitive. For an organization to be a market leader, however, they must excel in one of these disciplines.

Show More

Select one of the following as your value discipline:

- Operational Excellence
Operational Excellence
- Product Leadership
Product Leadership
- Customer Intimacy
Customer Intimacy

Select Target Arenas

The most fundamental choices strategists make are those of where, or in what arenas, the organization will be active. What is your organization's focus? For example, which product categories, channels, market segments, or geographic areas will your organization pursue? How much emphasis does your organization place in these arenas?

These are fundamental questions to be answered, regardless if your organization is for profit or a non-profit.

Define where your organization targets its efforts.

Product and/or service categories

Land, farm infrastructure and expertise

Market segments

Refugee farmers

Geographic areas

Greater Atlanta metropolitan area

Define Differentiators

Differentiation allows your organization to provide superior value to your customers that increases your viability or success. There are six primary ways to differentiate your organization: product, service, channel, relationships, reputation (or image), and price. How does your organization distinguish itself from others?

Describe your differentiation here.

Product differentiation

If I were to type a very long Product differentiation here!

Add Another Item

Service differentiation

We bundle training with every order

Add Another Item

Channel differentiation

Refugees and underserved minority community

Add Another Item

Relationship differentiation

We provide individual support to the farmers as necessary

Add Another Item

Reputation/Image differentiation

Enter Your Differentiator Here

Add Another Item

Price differentiation

Quick Reference Guide (QRG): STRATEGIZE



D Establish PRIORITIES (Strategic Objectives, Strategic Initiatives, and Metrics)

1

Customize Level Titles
Use our suggested titles for your strategic hierarchical terms or choose your own.

2

Name Your Perspectives
Use our suggested Balanced Scorecard Perspective titles or choose your own.

3

Select Your Icons and Colors
Use our suggested colors and icons or choose your own.

Quick Reference Guide (QRG): STRATEGIZE



D Establish PRIORITIES (Strategic Objectives, Strategic Initiatives, and Metrics)

4

Specify your Priorities

Categorize your Strategic Objectives into different perspectives (i.e., Financial, Customer, Process, or Learning and Growth).

5

Describe your Strategic Objective

Enter an organizational Strategic Objective here.

6

Select Dates

Identify when your Strategic Objective starts and is due.

Define a single KPI (or multiple)

Identify how to measure and track progress (e.g., Current is 5, Target is 100).

8

Choose an Item Leader (and Supporter)

Identify who will lead and support the Strategic Objective here.

7