



Bridgeway to Success™

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**YOU MUST
ESTABLISH WHY,
WHAT AND HOW.**

The Three “C’s” of Focus

The past three months you’ve read here about the foundations of strategy:

- A healthy paranoia that helps organizations to avoid complacency and continually attack their assumptions.
- Succinct statements that capture what an organization should do and what “winning” looks like – not the interminable “mission” and “vision” statements we have all suffered.
- A modest number of objectives and strategies – the “must-do’s”, not the “should-do’s” and “could-do’s”.

Together these represent the “three C’s of focus”: *compelling*, *concise*, and *clear*. Rigorously attacking your assumptions establishes the compelling “why” underlying strategic focus. Determining the essence of organizational purpose establishes the concise “what”. And identifying the select few critical requirements establishes the clear “how”.

Compelling. Concise. Clear. When you think “strategic focus”, think “the three C’s”.

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