4A Model of Strategic Execution

Agility	Alignment

Architecture	Ability

Growing communities one idea at a time
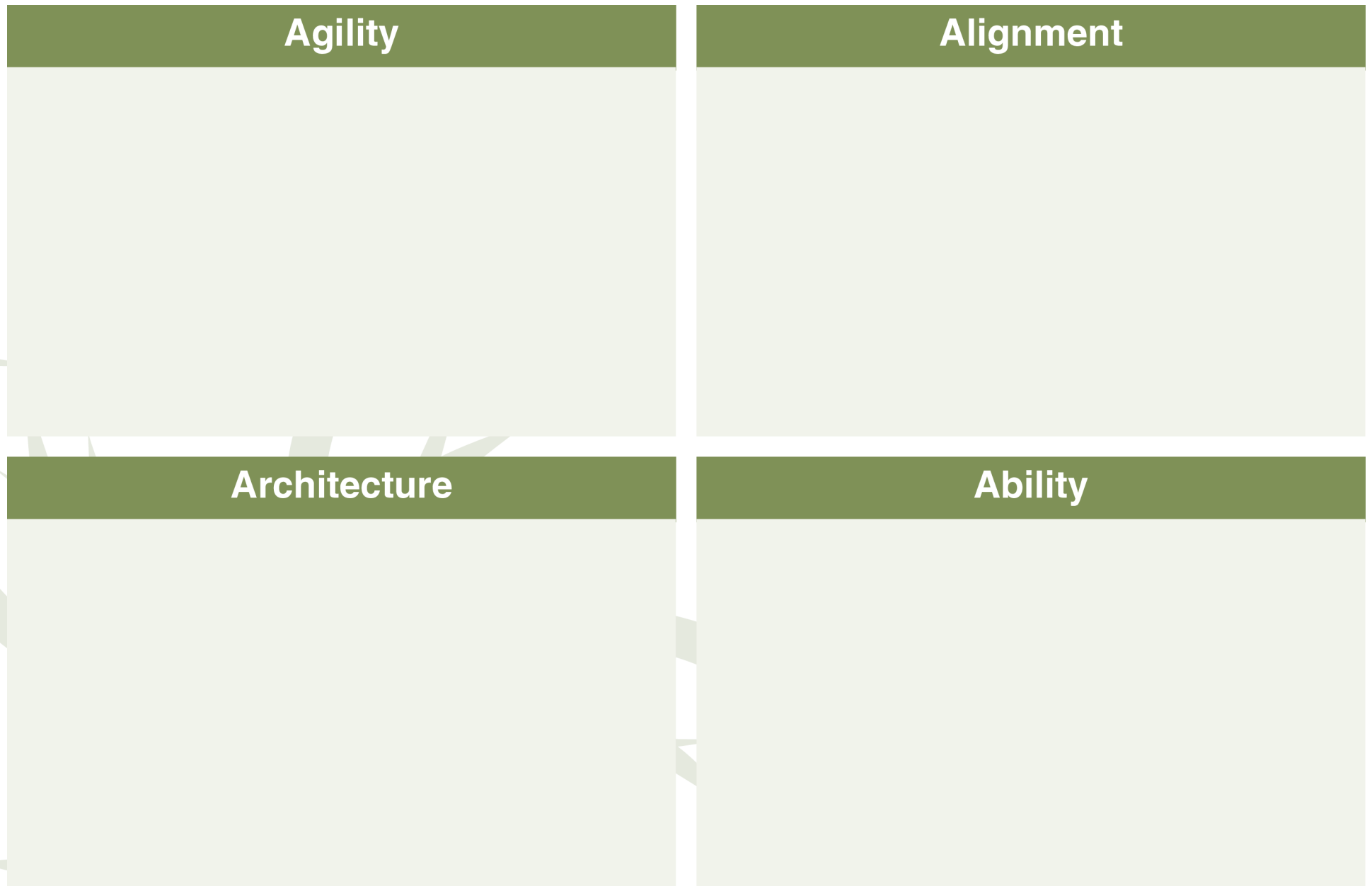
4A Model of Strategic Execution

To get a complete picture, rate each force as Low, Medium, or High based on your analysis. The overall competitive pressure depends on the combined strength of these forces:

- High overall pressure → Industry is unattractive, with low profitability.
- Moderate pressure → Some opportunities exist, but strategic positioning is key.
- Low pressure → Industry is attractive, with strong profit potential.

Agility

Agility is the ability to adjust and respond to changes quickly, whether due to market shifts, customer demands, or unexpected challenges. Organizations that are rigid and slow to adapt often struggle with long-term execution.

How to Check Agility:

✔ Speed of Decision-Making – Can the team pivot quickly when needed?
✔ Flexibility in Workflows – Are processes adaptable to new challenges?
✔ Openness to Innovation – Are employees encouraged to find new solutions?
✔ Use of Feedback Loops – Is performance reviewed regularly for improvements?

Alignment

Alignment ensures that everyone in the organization understands, supports, and works toward the same strategic objectives. It prevents confusion and misdirection, keeping teams focused and efficient.

How to Check Alignment:

✔ Clarity of Strategic Goals – Can employees clearly explain the company's priorities?
✔ Leadership Consistency – Do leaders communicate and reinforce the strategy regularly?
✔ Collaboration Across Teams – Are departments working together or operating in silos?
✔ Employee Buy-In – Do team members feel connected to the mission?

Architecture

Architecture refers to the business structure, decision-making processes, and workflows that enable strategy execution. Inefficient systems, unclear responsibilities, or slow decision-making can cause breakdowns.

How to Check Architecture:

✔ Organizational Structure – Does the setup help or hinder execution?
✔ Decision-Making Process – Are decisions made quickly and effectively?
✔ Process Efficiency – Do workflows streamline work, or are they outdated?
✔ Performance Monitoring – Are KPIs and tracking systems in place?

Ability

Ability refers to whether the team has the skills, knowledge, and resources to execute the strategy effectively. Gaps in expertise, funding, or technology can slow down execution and lead to failure.

How to Check Ability?

✔ Employee Skills & Expertise – Does the team have the necessary knowledge?
✔ Technology & Tools – Are systems in place to support efficient work?
✔ Financial Resources – Is there sufficient funding for strategic initiatives?
✔ Training & Development – Are employees being upskilled to meet evolving needs?