

		Strategy Alternative Matrix for _____	
		Alt 1/Current	Alt 2
Values			
Aspirations		Vision: Mission: Goals:	
Diagnosis		Value Proposition: External Constraints: Bottlenecks: Scenarios:	
Essence of Alternative in <30 words			
Strategy (and Tradeoffs)			
Key Tactics			
Key Plans			
Key Metrics			
Fitness Criteria	1	Assessment	Assessment
	2	Assessment	Assessment
	3	Assessment	Assessment
	4	Assessment	Assessment
	n	Assessment	Assessment
		<i>Overall</i>	<i>Overall</i>