



The Emergent Approach to Strategy: Strategy Diagnostic

The Emergent Approach to Strategy is a new theory and practice by **Peter Compo** that brings heightened clarity to strategy definition and design.

Use the following 10 questions to articulate your current strategy and discover the degree of alignment in your organization.

You have options for using the questionnaire:

- Answer the questions yourself
- Answer in a group setting with discussion, or
- Have multiple people answer independently to judge alignment in your organization

You can do several things with the results:

1. If you would like to discuss the questionnaire and even your results, you can schedule a 30-minute consultation with Peter Compo by sending an email to info@emergentapproach.com.
2. Share the results of your team privately or publicly to discover where everyone is.
3. Evaluate your answers using the design principles in the chapters of **[The Emergent Approach to Strategy](#)**. Especially, you can also use the **Five Disqualifiers of Strategy** to evaluate your responses. See an intro to the Five Disqualifiers on emergentapproach.com.

For a pdf of the Introduction to the book, and the 1st page of each chapter, request there...info@emergentapproach.com.





9. (a) Who is responsible for maintaining the policies for segmenting markets, products, and customers?
 - (b) Where do these segmentation policies reside?
 - (c) In what form are the policy captured?
(For instance, policies tables that establish the use for resources for each segment).

10. How do you measure the organization's **adherence** to the strategy, in addition to monitoring results?