



2020

THE FUTURE IS **NOW**

# Future-Proofing Your Strategy

A winning approach for uncertain times



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True strategy is about placing bets  
and making hard choices under  
conditions of uncertainty, not about  
assuming plans can remove risk.

Will Evans

# In this session, you will learn...

01

What makes a  
strategy work during  
times of change

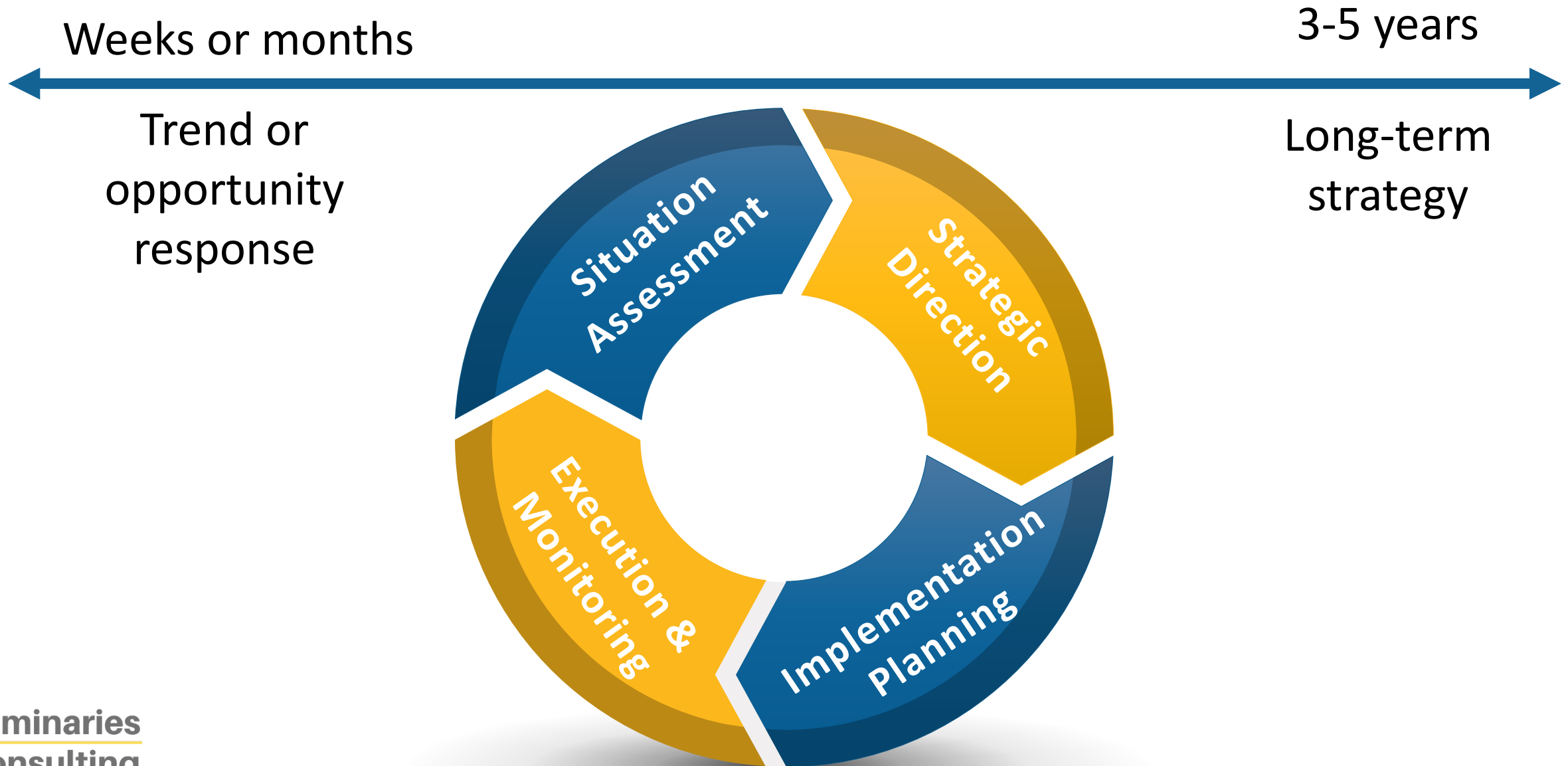
02

Tactics for  
determining the  
"right" approach  
when you aren't sure  
what the future  
holds

03

How to monitor and  
adjust

# Uncertainty requires a dynamic process





## Assumptions



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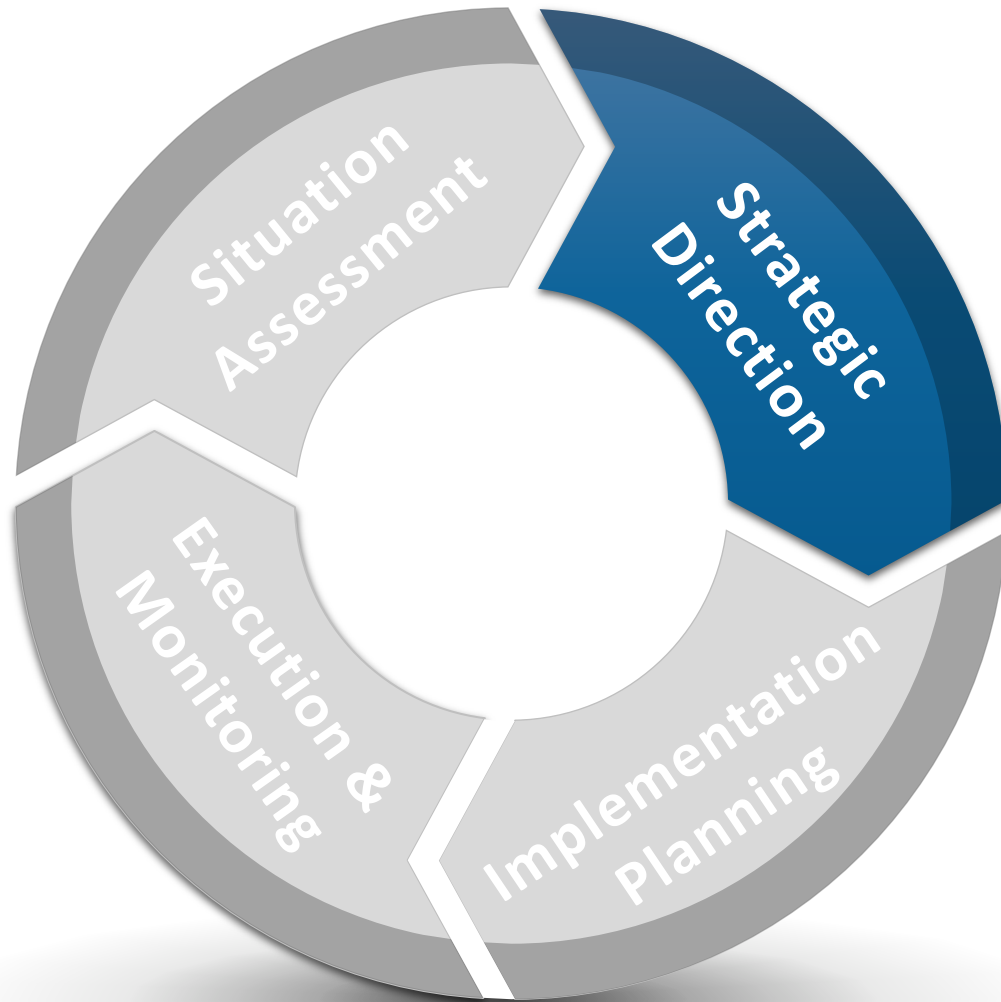
02

Tactics for determining the "right" approach when you aren't sure what the future holds

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How to monitor and adjust

# Smart bets aren't always easy

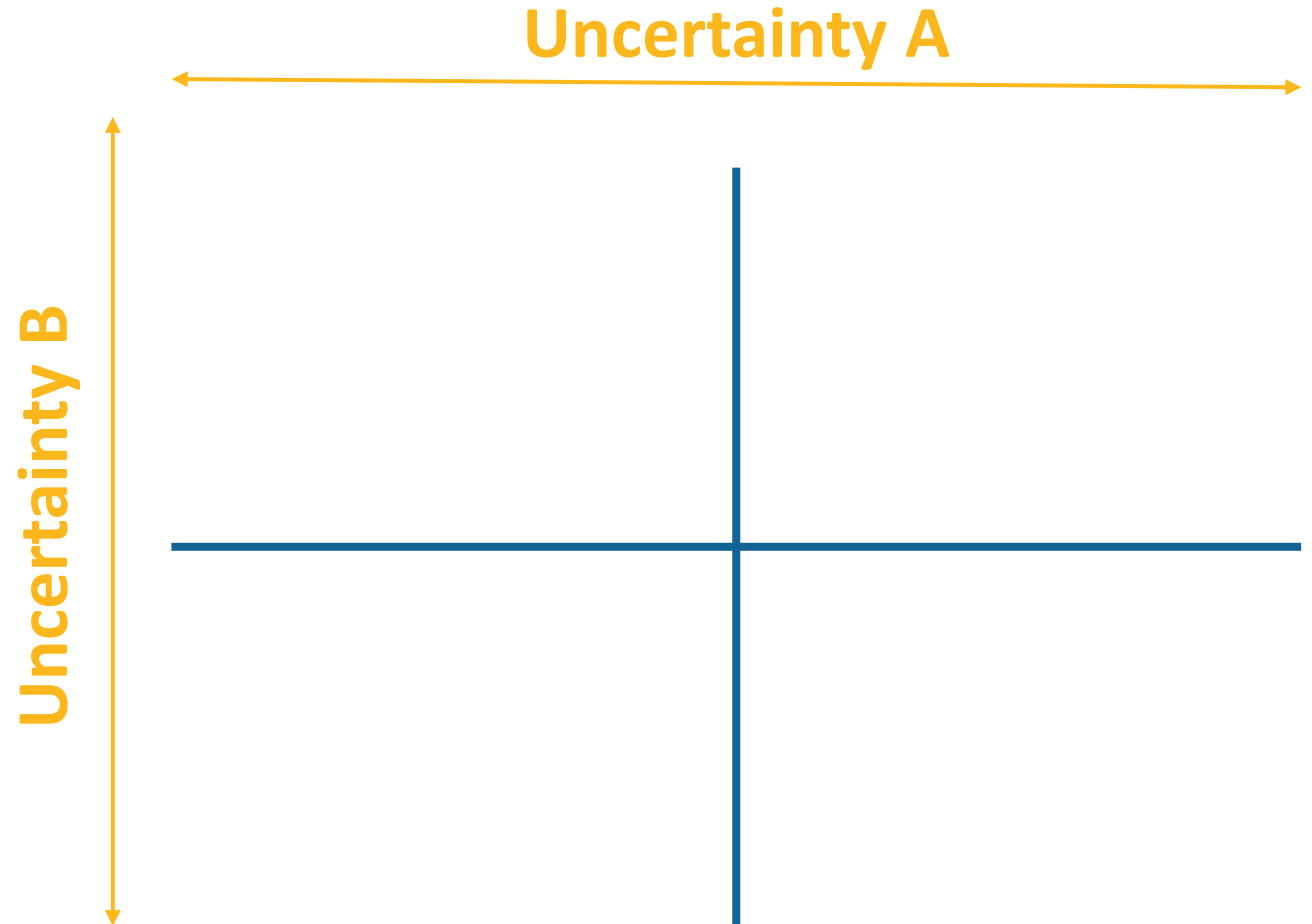


## Common hurdles:

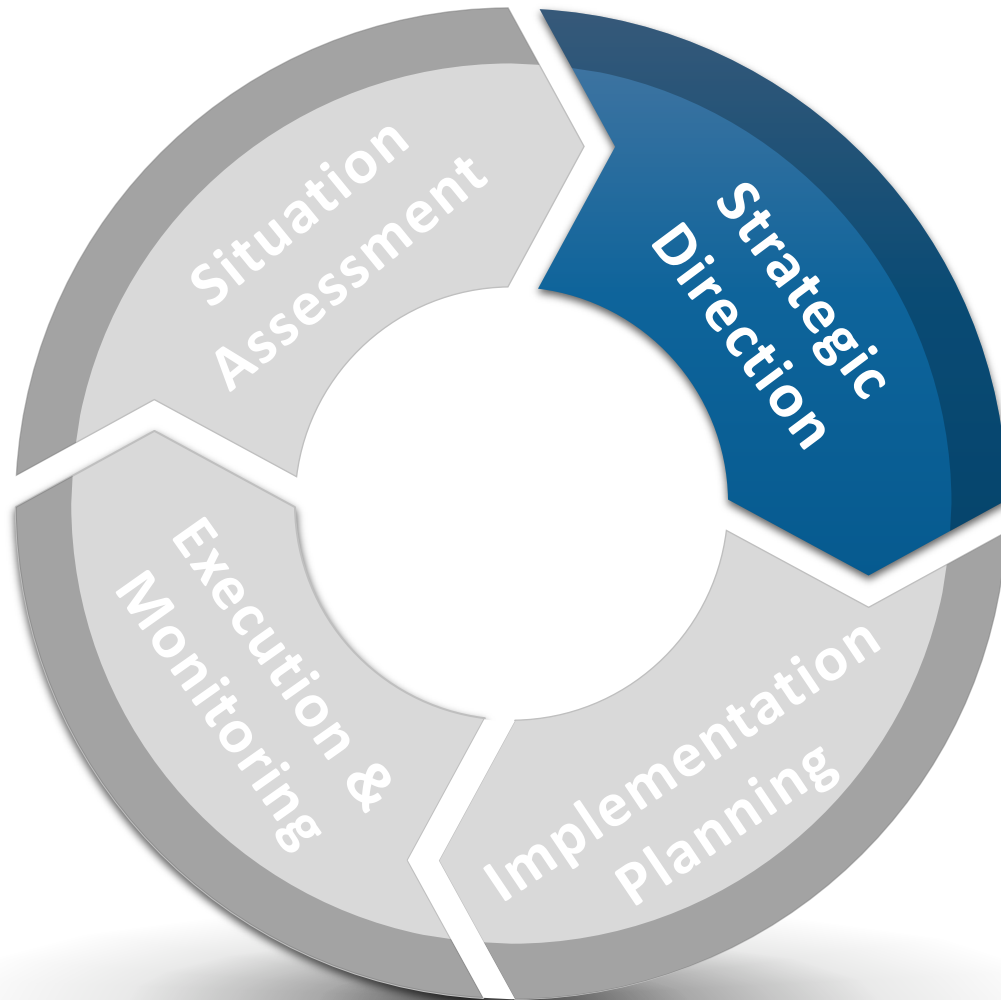
- Unclear assumptions
- Subjective selection
- Scoping opportunities

# You don't have to be certain to choose

1. Choose 2 uncertainties
2. Determine the ends of the spectrum
3. Plot strategies that fit each possibility







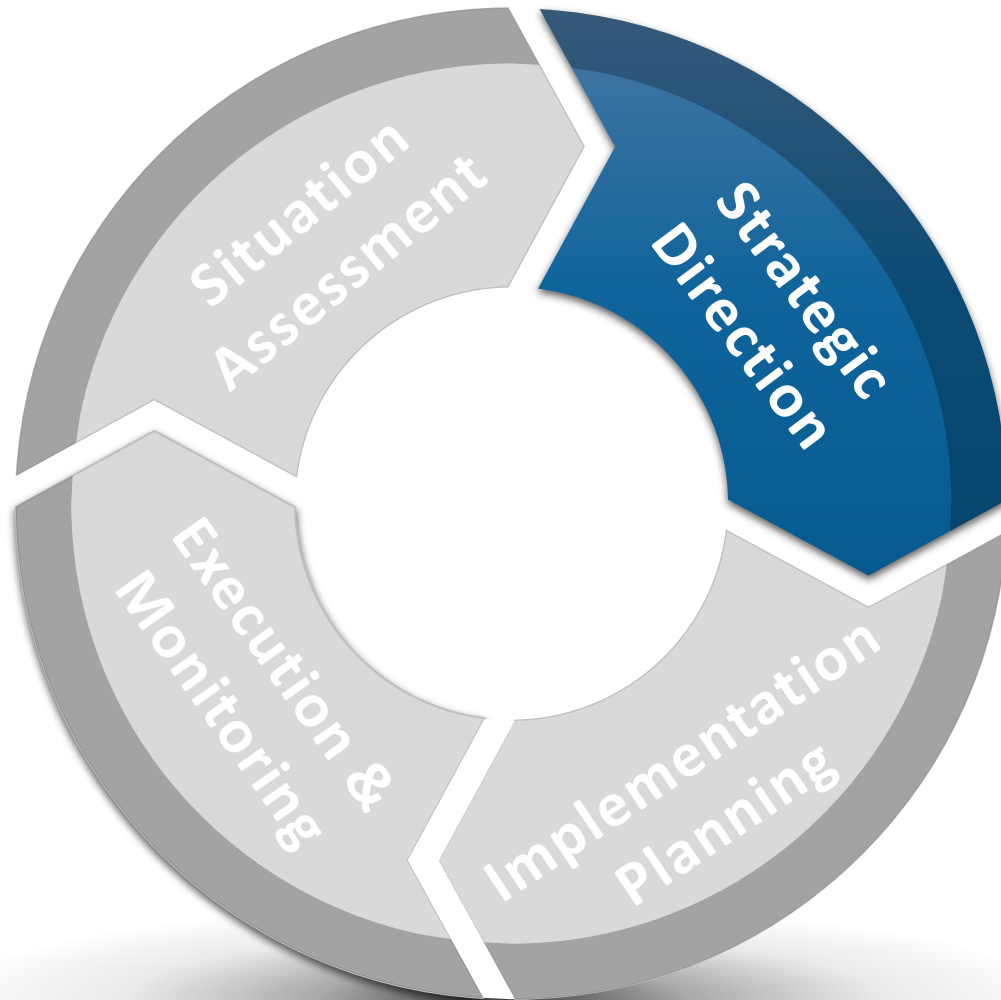
## Common hurdles:

- Unclear assumptions
- Subjective selection
- Scoping opportunities

Kill the “bad” ideas so the good ones can thrive!

# Murderboarding

Potential initiative	Criteria 1	Criteria 2	Criteria 3	Average Score



## Common hurdles:

- Unclear assumptions
- Subjective selection
- Scoping opportunities

Small teams  
scope potential  
opportunities

- ✓ Benefits, risks and accountability
- ✓ Multi-year KPI forecast
- ✓ Overall return on investment
- ✓ Critical Success Factors & Barriers
- ✓ Lessons learned from testing
- ✓ Recommendation

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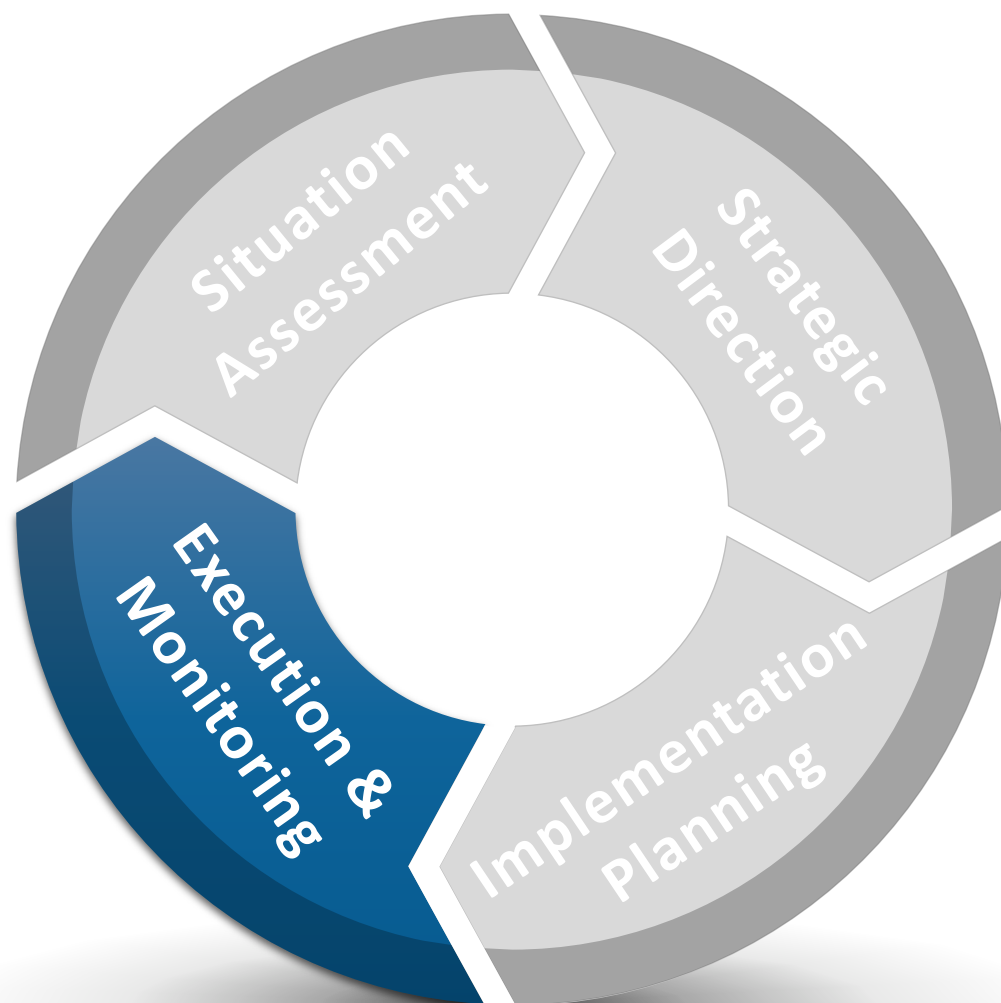
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How to monitor and adjust





- ✓ Assumptions
- ✓ Goals and success measures
- ✓ Resources and timelines

# At minimum, we recommend this frequency

## Monthly

Are we doing  
what we said  
we would do?

What is  
standing in our  
way?

## Quarterly

Are we getting  
the results we  
want?

Have our  
assumptions  
changed?

# Exclusive offers!



**Template and Guide** to  
communicating your  
strategy



**1-page plan** that will help you  
monitor and adjust

**Free brainstorming session** on  
how to approach your next  
planning endeavor

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