



**Webina
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Strategic Differentiation: How it Drives Performance

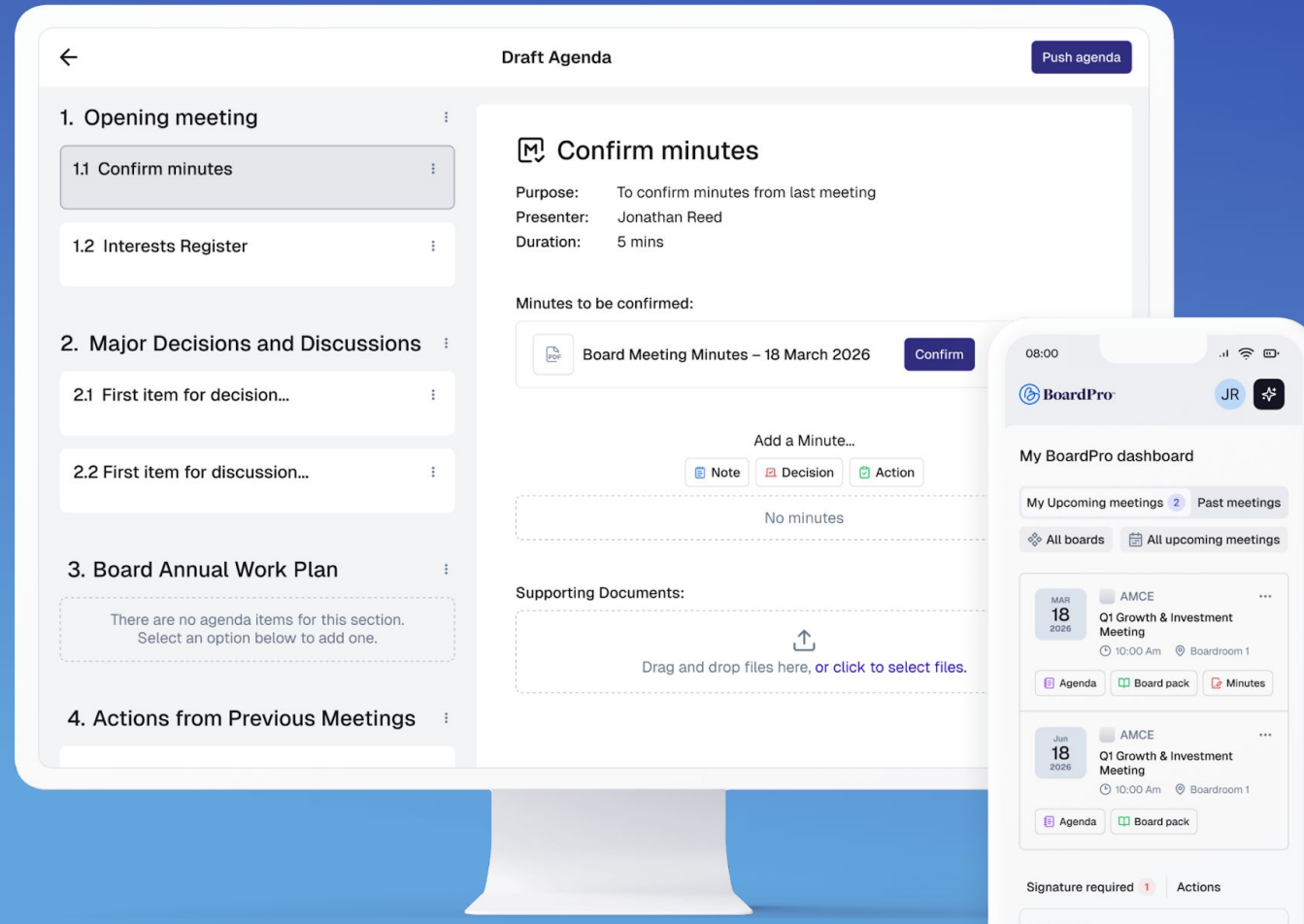
With Special Guest Rochelle Mansiere







Refreshingly simple board management software





Making the fundamentals of governance free and easy to implement



Governance Made Easy

Governance Resource Center

Explore free governance resources for growing your organisation and adopting good governance practises. From meeting minutes templates to CEO reporting templates, our comprehensive guides and templates will cover your governance and business essentials.

Content type



Topic



Persona



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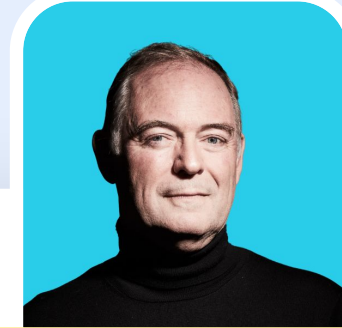
**Rochelle
Mansiere**

Senior Consultant
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**Michael
Leonard**

Senior Consultant
Hawkeye Strategies

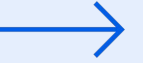


Steven Bowman

Managing Director
Conscious Governance



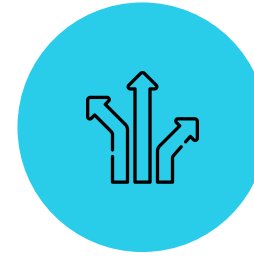
Common Issues



We are committed to helping others succeed.



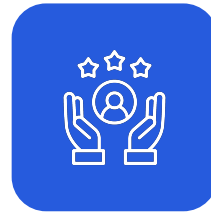
We are here for our community.



We are a different kind of business.



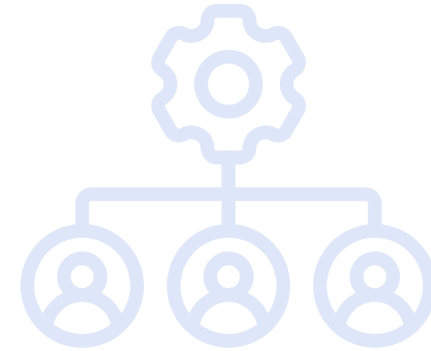
Strategic Differentiator



The value your organization delivers better or differently than competitors, and that value must matter to those you serve



The reason
someone
chooses your
organisation.





Why Differentiation Matters



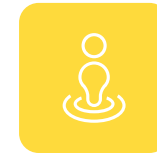
Aligns **Board and Executive** decision-making



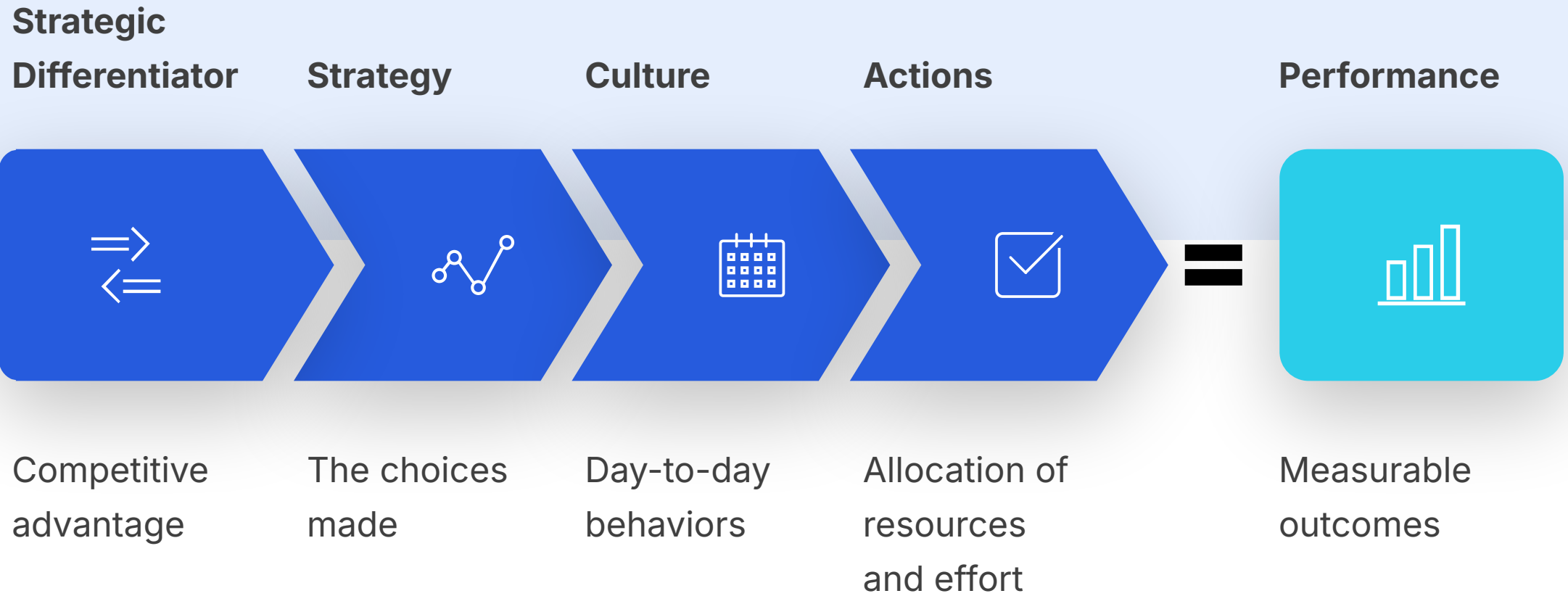
Guides **prioritization** (what to do and what to stop)



Drives **measurable outcomes**



Builds **clarity and confidence** for leadership





Your Strategic Differentiator



Relevant



Actionable



Distinct



Activating Your Differentiator

01

Embed it in
the strategic plan

03

Link to performance
metrics

02

Use it as a decision
filter

04

Model the way



**Measure what matters
use your balanced
scorecard**



Vision	Transforming society through the provision of ultra-high speed mobile information services			
Mission	The number one provider of ultra-high speed mobile networks and content to the United Kingdom			
Business Objectives and Strategy Map		Measures	Targets	Initiatives
Financial	<p>The diagram shows a hierarchy of business objectives. At the top level (Financial), 'Increase Revenue' leads to 'Increase Profitability', which is supported by 'Decrease Operating Costs'. The middle level (Customer) includes 'Improve Clarity of Offering', 'Improve Market Perception', and 'Improve End User Experience'. The bottom level (Internal Processes) includes 'Improve Offering Selection', 'Improve Information Services', and 'Improve Ease of Use for End Users'. The base level (Organizational Capacity) includes 'Improve Knowledge and Skills', 'Improve Content Supply', and 'Improve Technology'. Arrows indicate that Organizational Capacity supports Internal Processes, which support Customer objectives, which in turn support Financial objectives.</p>	<ul style="list-style-type: none"> • Net Profit • Operating Costs • Revenue in target markets 	<ul style="list-style-type: none"> • ↑ 5% per year • ↓ 3% per year • ↑ 12% per year 	<ul style="list-style-type: none"> • Implement new financial accounting system • Simplify billing operations
Customer		<ul style="list-style-type: none"> • % Market Share Index • % Customer Satisfaction Index 	<ul style="list-style-type: none"> • ↑ 3% per year • ↑ 5% increase in index next period then stabilize 	<ul style="list-style-type: none"> • Competitive end user requirements market studies for new UK regions • "Improve the Offering" two year programme
Internal Processes		<ul style="list-style-type: none"> • New products as % of sales • Brand awareness score • End User experience score 	<ul style="list-style-type: none"> • 12% this year • ↑ 5% per year • > 90% every reporting period 	<ul style="list-style-type: none"> • Create improved offering selection process • Hook into 'Improve the Offering' programme • Training programme for new offerings and user interface
Organizational Capacity		<ul style="list-style-type: none"> • Employee development plans • Technology training index • Information Efficiency Index 	<ul style="list-style-type: none"> • 95% in place • 90% efficient • 95% 	<ul style="list-style-type: none"> • Product and marketing training programme • 2 year Content supply agreements • Technology improvement programme



The Takeaways

01

Generic doesn't differentiate
– be specific.

02

A clear and aligned strategic
differentiator drives strategy
and supports
decision-making.

03

Measure and report on the
outcomes that prove your
strategic differentiator.



Over to You For Questions?





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Thanks for watching!

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The central graphic features three overlapping webinar cards, each with a play button icon in a circle. The top card is titled 'Product Webinar' and says 'Walk into every meeting as the expert'. The middle card is titled 'Webinar' and says 'Tension Tolerance: Fostering healthy debate around the board table', featuring a photo of a woman with glasses. The bottom card is titled 'Webinar' and says 'Presenting to boards', featuring a photo of a woman with her arms crossed. A large play button icon in a circle is also present to the right of the cards.



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