

The Strategy Diamond



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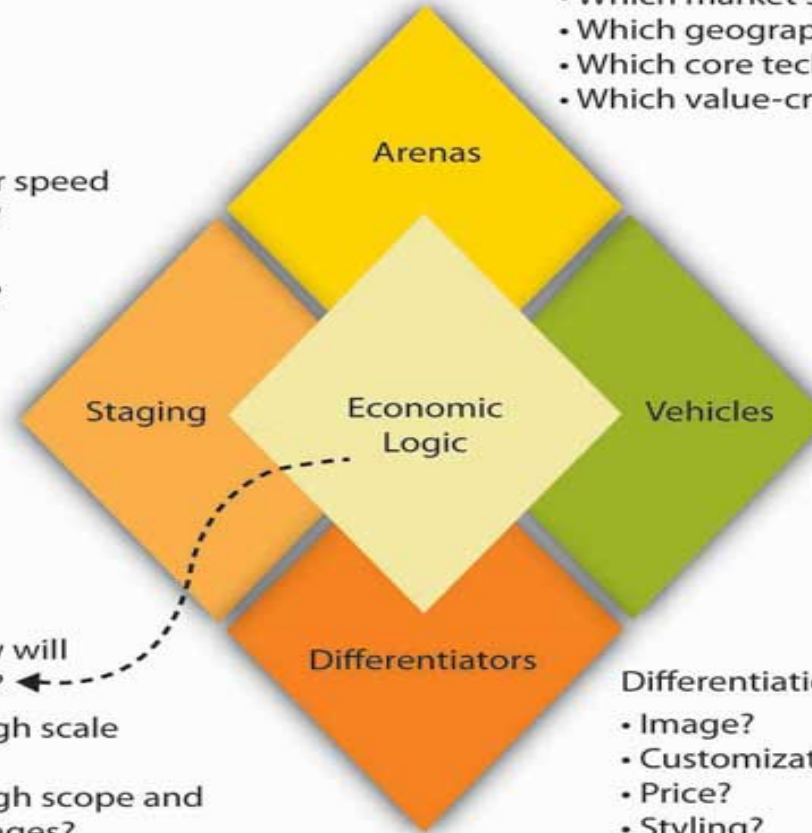
Geisinger Commonwe

Staging: What will be our speed and sequence of moves?

- Speed of expansion?
- Sequence of initiatives?

Economic logic: How will returns be obtained?

- Lowest costs through scale advantages?
- Lowest costs through scope and replication advantages?
- Premium prices due to unmatched service?
- Premium prices due to proprietary product features?



Arenas: Where will we be active (and with how much emphasis)?

- Which product categories?
- Which channels?
- Which market segments?
- Which geographic areas?
- Which core technologies?
- Which value-creation stages?

Vehicles: How will we get there?

- Internal development?
- Joint ventures?
- Licensing/franchising?
- Alliances?
- Acquisitions?

Differentiations: How will we win?

- Image?
- Customization?
- Price?
- Styling?
- Product reliability?
- Speed to market?