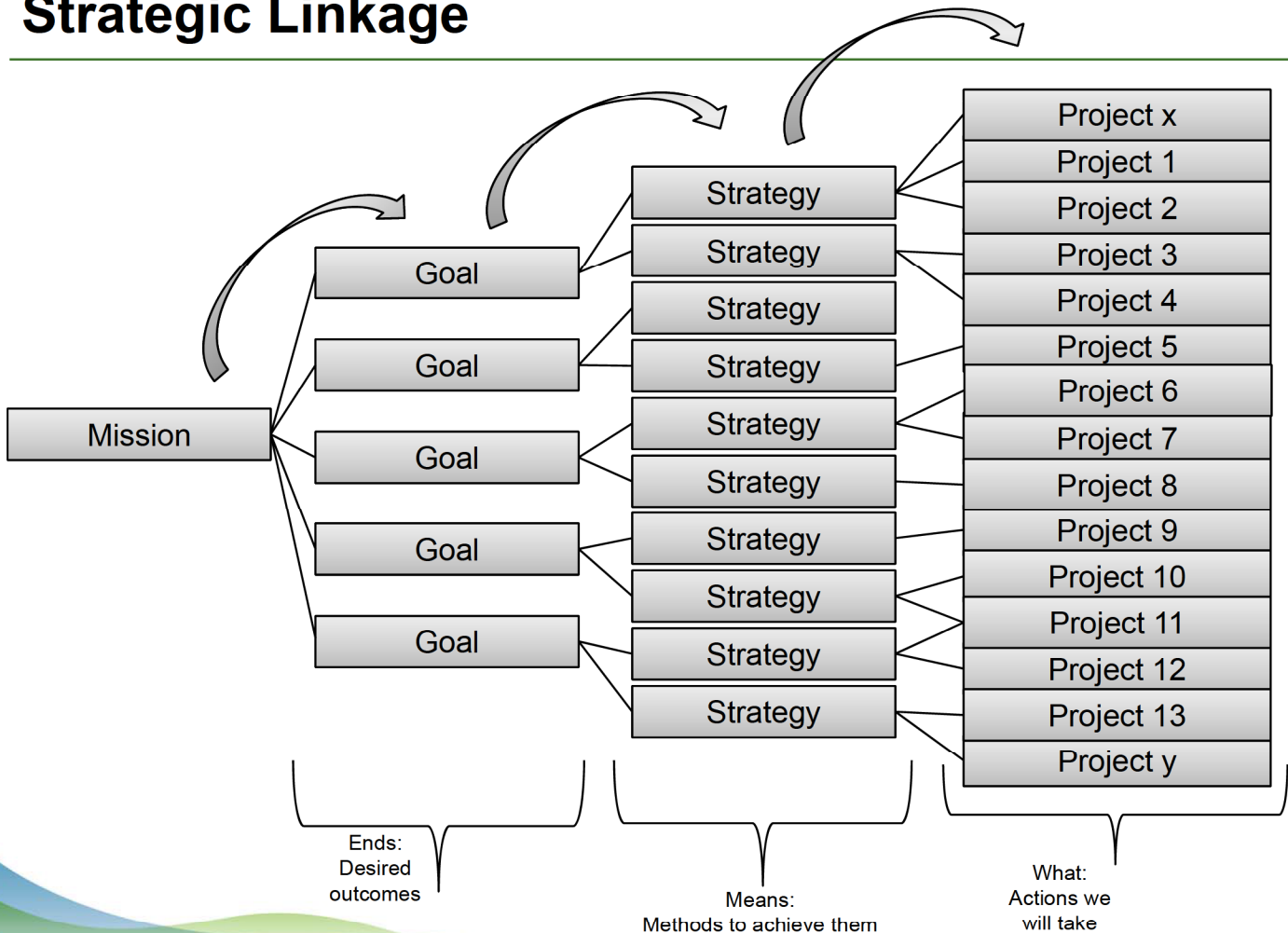# Strategic Linkage

# Sample Strategy Elements

```
                                                          ┌─────────────────────┐
                                                          │ Buy & integrate Y   │
                                          ┌─────────────┐ ├─────────────────────┤
                                          │ Acquisitions│ │ Buy & integrate Z   │
                                          └─────────────┘ └─────────────────────┘
                          ┌─────────────┐ ┌─────────────┐ ┌─────────────────────┐
                          │ Growth to   │ │ Developing  │ │ Research &          │
                          │ $5Billion   │ │ sales       │ │ recommend 3         │
                          └─────────────┘ │ channels    │ │ channels            │
                                          │ in Asia     │ └─────────────────────┘
                                          └─────────────┘ ┌─────────────────────┐
                          ┌─────────────┐ ┌─────────────┐ │ Establish IP security│
            ┌──────────┐  │ Improved    │ │ Continuous  │ └─────────────────────┘
            │ Mission  │  │ customer    │ │ customer    │ ┌─────────────────────┐
            └──────────┘  │ satisfaction│ │ participation│ │ Establish 5 customer│
                          └─────────────┘ │ in our      │ │ involvement centers │
                          ┌─────────────┐ │ decisions   │ └─────────────────────┘
                          │ Increased $ │ └─────────────┘ ┌─────────────────────┐
                          │ from new    │ ┌─────────────┐ │ Fund university     │
                          │ products    │ │ Building    │ │ Collaborative X     │
                          └─────────────┘ │ industry-   │ └─────────────────────┘
                                          │ leading     │ ┌─────────────────────┐
                                          │ competence  │ │ Build sustainable   │
                                          │ in X        │ │ recurring program   │
                                          └─────────────┘ └─────────────────────┘
```

| Ends Goals | Means Strategies | Project/Program Candidates for Portfolio |