

# Strategic Guidance Framework

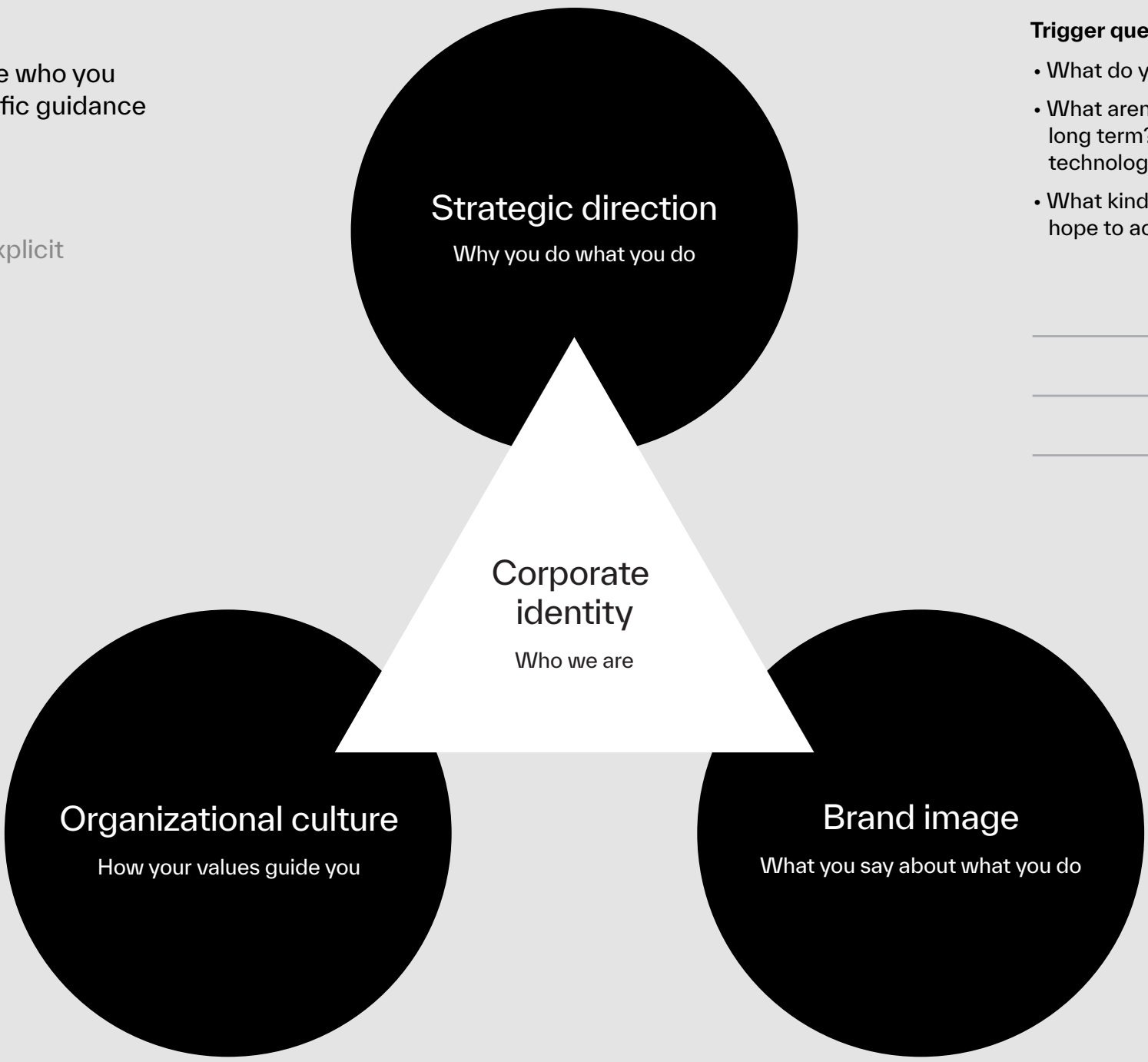
This framework will help you design and maintain a strong portfolio.  
It consists of:

**Corporate identity**

Use the trigger questions to help you define who you want to be and set the context to the specific guidance for your entire portfolio.

**Portfolio guidance**

Use the trigger questions to help you set explicit boundaries for your portfolio actions.



**Trigger questions**

- What do you aspire your organisation to be?
- What arenas do you want to play in the long term? (e.g. markets, geographies, technologies, etc.)
- What kind of financial performance do you hope to achieve?

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**Trigger questions**

- What kind of key behaviors do the people in your organisation need to exhibit?
- What enablers do you need to put in place to facilitate the culture you want?

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**Trigger questions**

- How do you want the outside world to perceive you? (e.g. customers, stakeholders, shareholders, media, etc.)
- What does your brand stand for?

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