

5 PHASES OF

Global to Local Strategy Flywheel

- Business Strategy**

Utilizing the principles of the Bartlett and Ghoshal model (1998) there are four main types of international strategy that businesses can adopt. These include international, global, multidomestic, and transnational strategies. Which one is yours?
- Brand Strategy**

Auditing your current unique value proposition (UVP) across three areas of pain point, persona and customer journey. Is there brand voice symmetry across regions?
- Product Strategy**

Your current product pipeline (new product, iterations, end of life) decision making is based on a customer centered design approach that looks at total addressable market across regions.
- Content Strategy**

Outline the core content pillars of your global strategy that are product market and local market fit. How does your customer in those regions experience that content along their journey today?
- Regional Strategy**

Synthesize information from the above strategies into business goals for the regional market tied to overall business strategy. Is the right go to market model in place to build momentum on this strategy?



www.readysetbold.com

