

How to be more strategic

How to Be More Strategic

(Even If You're Not in Strategy)

By Reno Perry

1 SWOT Analysis

(h/t Albert Humphrey)

Analyze your environment.



Best Used When:

- Planning a project, career pivot, or launch
- Needing a fast, clear situational snapshot

2 Second-Order Thinking

(h/t Howard Marks)

Think beyond the immediate.



Best Used When:

- Making decisions that could have compounding impacts (hiring, investing, scaling)

3 VRIO Framework

(h/t Jay Barney)

Drive a lasting advantage.



Valuable: Does it help exploit opportunities or neutralize threats?

Rare: Is it unique among competitors?

Inimitable: Is it hard to copy?

Organized: Is the company (or person) set up to capture value?

Best Used When:

- Assessing skills for promotion or strategy
- Prioritizing capability or competitive advantage

4 McKinsey 7S Framework

Get clear alignment.



Best Used When:

- Evaluating if plans are aligned with shared values
- Diagnosing why growth or change efforts stall

5 Impact vs Effort Matrix

Prioritize actions.

(h/t McKinsey & Co.)

Best Used When:

- Prioritizing personal development goals, team projects, or strategic initiatives



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