

The Best Business & Management Strategy Approaches (Based on Research)

1. SWOT Analysis

A foundational tool for understanding your internal strengths/weaknesses and external opportunities/threats.

- Helps leaders make grounded, reality-based decisions.
- Ideal for startups, consultants, and small businesses.

2. PESTLE Planning

Analyzes **Political, Economic, Social, Technological, Legal, and Environmental** factors.

- Excellent for long-term planning and anticipating market shifts.
- Helps organizations stay ahead of regulatory or economic changes.

3. Balanced Scorecard (BSC)

One of the most widely used strategic frameworks in modern management.

- Translates vision into measurable goals across four areas:
 - Financial
 - Customer
 - Internal processes
 - Learning & growth
- Ensures alignment between daily operations and long-term strategy.

4. Porter's Five Forces

A classic for understanding competitive pressure.

- Evaluates:
 - Industry rivalry
 - Supplier power
 - Buyer power
 - Threat of substitutes
 - Threat of new entrants
- Helps leaders position their business strategically in the market.

5. Six Sigma / Lean Management

Focused on operational excellence and eliminating waste.

- Improves efficiency, quality, and customer satisfaction.

- Best for organizations seeking process optimization.

6. Agile Management

A flexible, iterative approach originally from software but now used across industries.

- Encourages rapid adaptation, collaboration, and continuous improvement.
- Ideal for dynamic environments and innovation-driven teams.

7. Strategic Planning Models (Hybrid Approach)

Modern organizations often combine multiple frameworks.

- Asana's 2025 review highlights **7 strategic planning models** and **8 frameworks**, emphasizing that the best results come from blending methods tailored to your context.

So... What Is the *Best* Overall Approach?

The most effective strategy today is a hybrid model combining:

1. **SWOT** (internal clarity)
2. **PESTLE** (external awareness)
3. **Balanced Scorecard** (execution & measurement)
4. **Porter's Five Forces** (competitive positioning)
5. **Agile** (adaptability & innovation)

This combination gives you:

- A clear understanding of your environment
- A strong competitive position
- A measurable execution plan
- The flexibility to adapt quickly

This is exactly how top-performing companies and consultants operate today.

Want a recommendation tailored to *your* consulting business?

Given your work with **Ridore Consultant LLC**, your focus on **entrepreneur empowerment**, and your strategic/organizational services, the strongest approach for you would be:

The “Strategic Clarity + Agile Execution” Model

- **SWOT + PESTLE** for client discovery
- **Porter's Five Forces** for market positioning
- **Balanced Scorecard** for implementation

- **Agile** for ongoing coaching and iteration

Here's a clean, reusable step-by-step strategic model you can use with entrepreneurs—simple enough for them, rigorous enough for you.

Creating a strategy framework

The user wants a step-by-step model for an entrepreneur's strategy. I need to keep it concise but structured. I'll provide a framework with key steps: discovery, diagnosis, vision, strategic choices, business model, implementation, metrics, and review. I'll tailor it to their consulting needs, making sure it's clear and actionable. I'll organize it with headings and numbered steps to make it easy to follow. Let's make sure it's practical and straightforward for them to use! Here's a clean, reusable **step-by-step strategic model** you can use with entrepreneurs—simple enough for them, rigorous enough for you.

Step 1. Clarify the entrepreneur and the context

1. **Define the person and purpose**
 - **Who are you?** Background, skills, constraints.
 - **Why this business?** Personal mission, values, non-negotiables.
2. **Clarify the business idea**
 - **What problem are you solving?**
 - **For whom?** (segment, niche)
 - **What is your solution?** (product/service in one sentence)

Deliverable: **1-page “Entrepreneur & Idea Profile”**.

Step 2. Diagnose the situation (SWOT + PESTLE light)

3. **Internal scan (SWOT – S & W)**
 - **Strengths:** skills, assets, network, unique advantages.
 - **Weaknesses:** gaps in money, time, knowledge, systems.
4. **External scan (SWOT – O & T + PESTLE light)**
 - **Opportunities:** trends, unmet needs, underserved segments.
 - **Threats:** competitors, regulations, economic pressure, technology shifts.

Deliverable: **1 SWOT page + bullet PESTLE notes** (no more than 2–3 bullets per factor).

Step 3. Understand the market and competition (Porter lens)

5. **Define the playing field**
 - **Who else solves this problem?**
 - **How do customers currently solve it without you?**
6. **Use a simplified Five Forces discussion**
 - **Rivalry:** Is the market crowded or open?

- **Buyers:** Are customers price-sensitive or value-sensitive?
- **Substitutes:** What else could they use instead?
- **New entrants:** How easy is it for others to copy?
- **Suppliers:** Any key dependency risk?

Deliverable: **Market & Competition Snapshot** (half a page, very visual).

Step 4. Craft the value proposition and positioning

7. **Value proposition statement**
 - “For [target customer] who [problem], we offer [solution] that [key benefit], unlike [main alternative].”
8. **Positioning choice**
 - **Will you compete on:**
 - **Value & relationship,**
 - **Speed & convenience, or**
 - **Price & efficiency?**

Deliverable: **1 clear value proposition + 3–5 key differentiators.**

Step 5. Design the business model

9. **Revenue model**
 - **How will you make money?** (one-time sales, subscriptions, packages, retainers, etc.)
10. **Cost structure**
 - **What are your main fixed and variable costs?**
 - **What is your minimum monthly survival revenue?**
11. **Key activities & partners**
 - **What must you do consistently?** (marketing, delivery, follow-up)
 - **Who do you need?** (suppliers, platforms, collaborators)

Deliverable: **Simple Business Model Canvas (1 page).**

Step 6. Set strategic objectives (Balanced Scorecard light)

12. **Choose 3–5 strategic objectives for the next 12 months**
 - **Financial:** e.g., reach \$X/month revenue.
 - **Customer:** e.g., acquire X new clients, reach Y% satisfaction.
 - **Internal processes:** e.g., standardize onboarding, response time, delivery process.
 - **Learning & growth:** e.g., complete one key training, build one new capability.

13. Define 1–2 KPIs per objective

- Clear, measurable, with a target and a deadline.

Deliverable: **1-page Strategic Scorecard.**

Step 7. Build a 90-day Agile action plan

14. Break 12-month goals into 90-day sprints

- **What must be true in 90 days** for you to be on track?

15. Create weekly actions

- For each objective, define **3–5 concrete tasks per week.**
- Use a simple board: **To Do – Doing – Done.**

16. Set review rituals

- **Weekly:** What did I do? What moved the needle?
- **Monthly:** What do I stop, start, continue?

Deliverable: **90-Day Action Plan + Weekly Sprint Board.**

Step 8. Review, learn, and adjust (Agile loop)

17. Measure results vs. KPIs

- What worked? What didn't? Why?

18. Adjust strategy lightly, not emotionally

- Keep the **vision and value proposition** stable.
- Adapt **channels, pricing, offers, and processes** based on evidence.

19. Capture learning

- Write down 3 lessons per month:
 - **What I learned about my customers**
 - **What I learned about my business**
 - **What I learned about myself**

Deliverable: **Monthly Learning Log.**

How you can use this as a consultant

- **First session:** Steps 1–2
- **Second session:** Steps 3–5
- **Third session:** Steps 6–7
- **Ongoing coaching:** Step 8 (monthly or quarterly)