



# Strategic War Rooms

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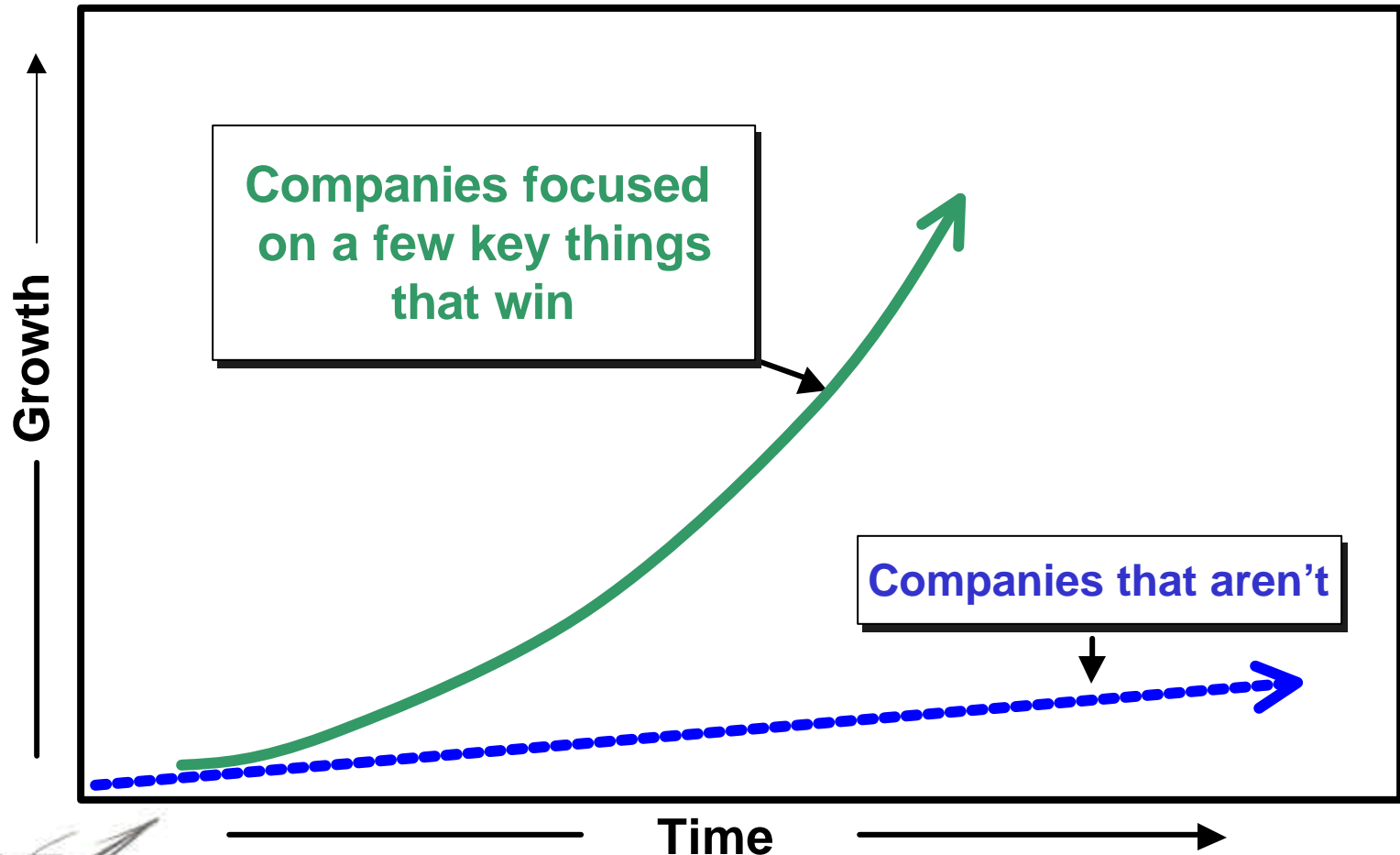
Maintaining Strategic Focus

# Outline

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- Why consider a War Room
  - The problem to solve
  - Typical meeting room layout
  - Where can we go for insight on how to solve the problem –  
*Military War Rooms*
- How to layout an effective war room
  - Suggested layout of a War Room
  - Suggested displays –  
*Strategy, goals, measures and 7 CVA Tools to help maintain focus*
- Why war rooms fail
- Decisions needed for a management team's war room

# Focus Provides Breakaway Growth



# Why maintaining focus is so difficult

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- Decisions are made:
  - By management and staff every day
  - Often through discussions or meetings
  - In reaction to urgent problems or opportunities
  - Or in deliberations in scheduled forums
- *How often are the business strategies, related measures and market information **displayed** as these discussions, deliberations and decisions occur?*
- *How likely is it that the resulting decisions will be consistently consistent with the strategic focus if such information is not displayed to focus the deliberations and discussions?*

# Example of an effective strategic meeting room

## CABINET WAR ROOMS

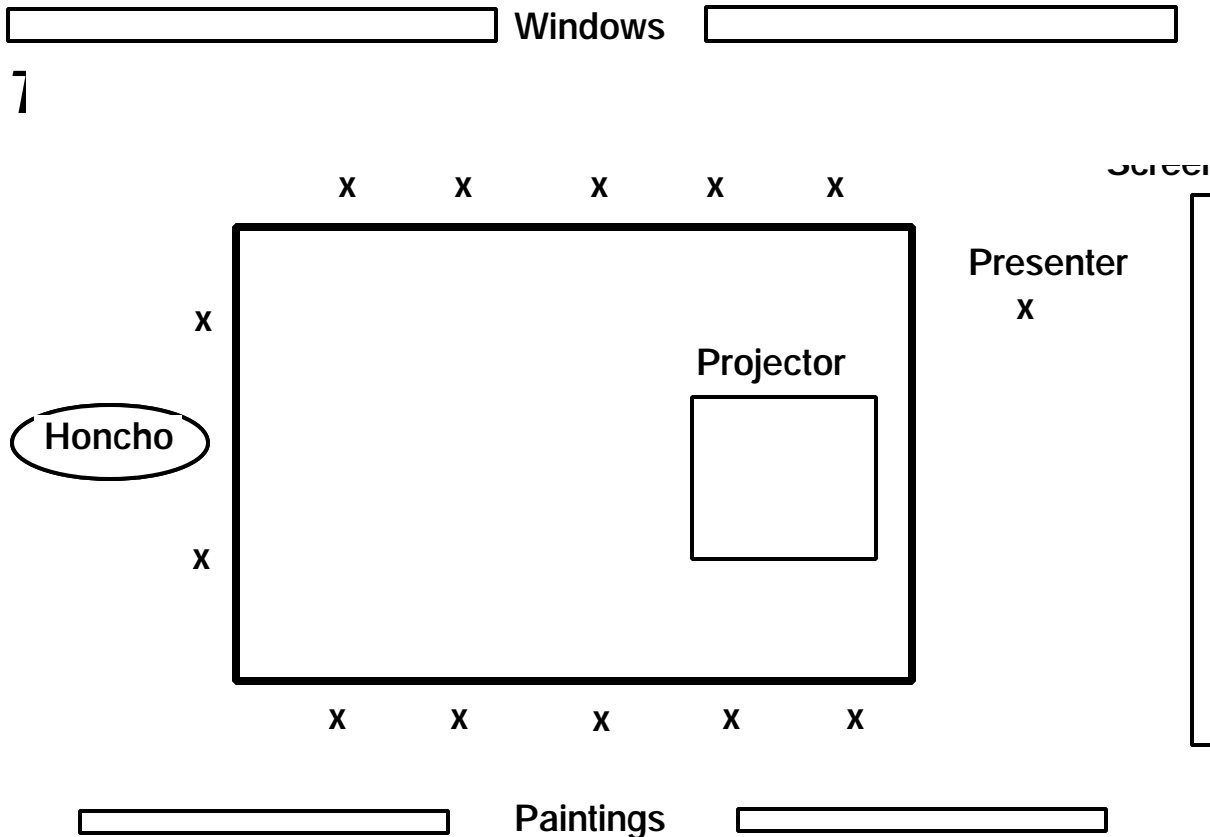
Choose a  
room

### The Map Room



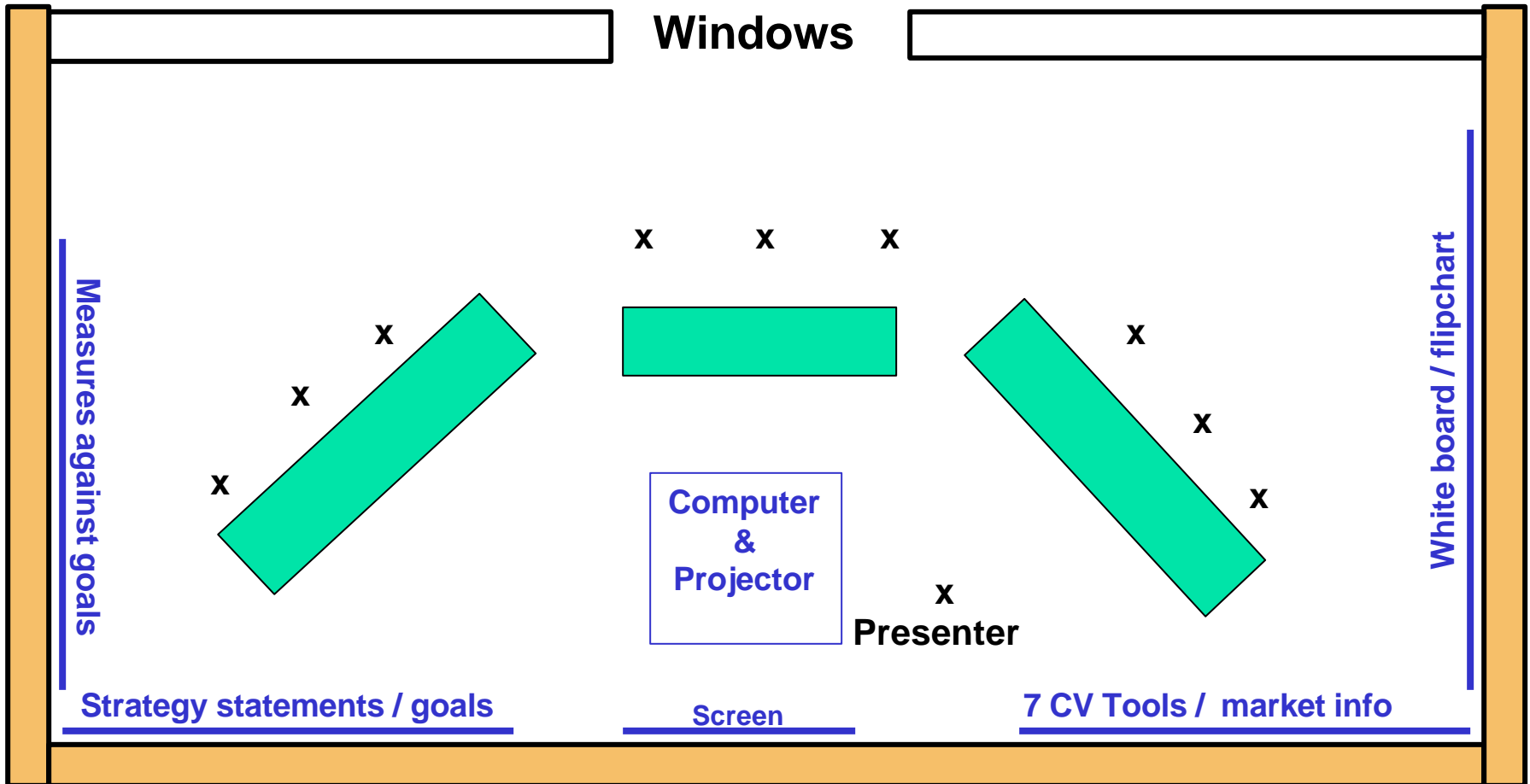
Virtual Tour by Pan 3Sixty

# Typical business meeting room

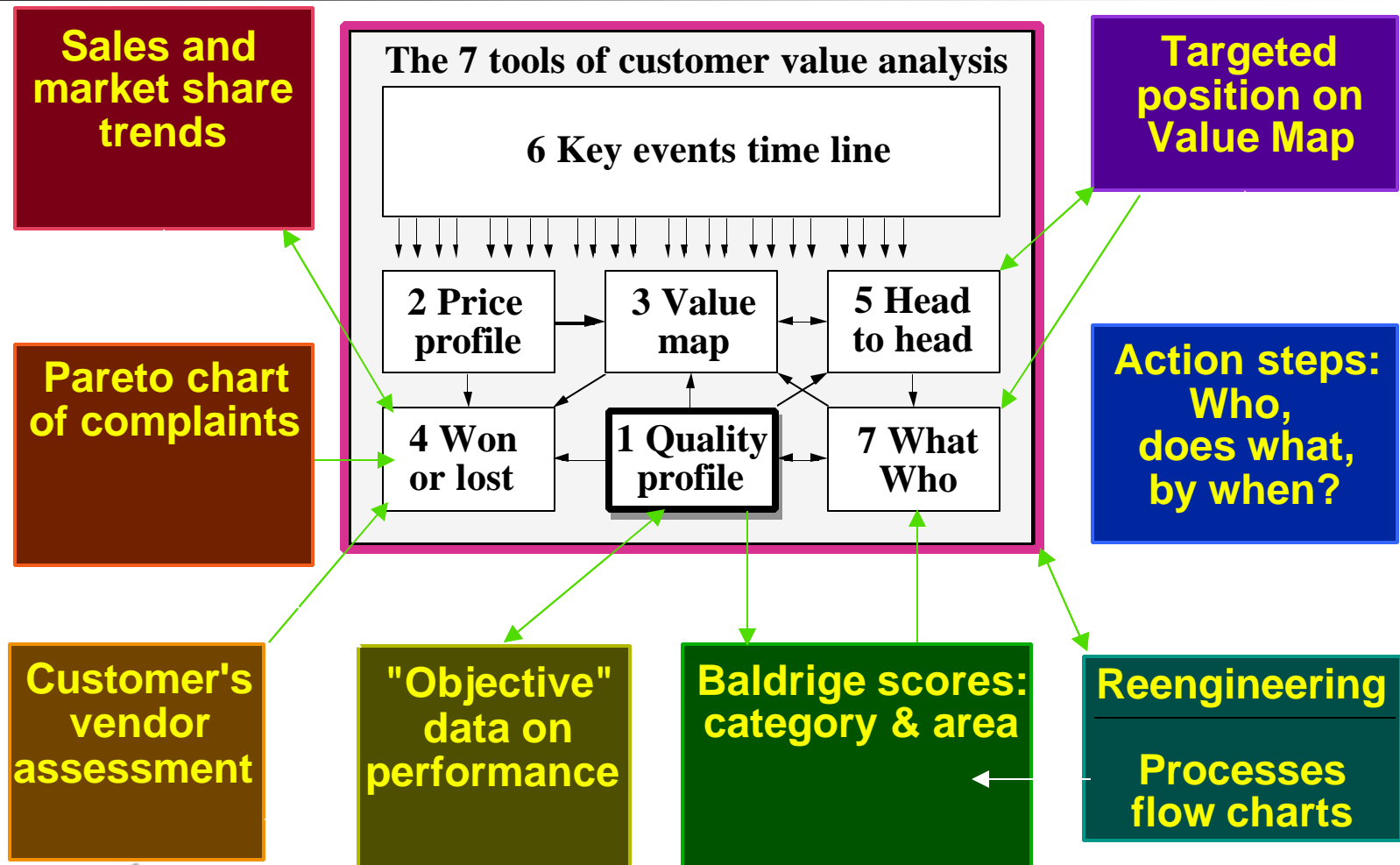


Source: Bradley T. Gale, *Managing Customer Value*

# Layout to allow displayed strategic information



# Some suggested displays -7 CVA tools and related information





# Why war rooms fail

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- Allocation of space
- Concerns about security of displayed information
- Inconvenient location or facilities so people don't want to use it
- "This is different from the way we make decisions now" - more susceptible to group review
- Keeping displays / data up to date
- Over design - trying to get it perfect at the outset or over automated
- Lack of buy-in from team to use it / keep it up to date

# Decisions needed for Team's war room implementation

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- Consensus that it will be used and improved?
- What kind of deliberations (scheduled and non) should always be conducted here?
- Typical attendees (who and number) for each type of key deliberation?
- Where will it be and how secured?
- What is important to display initially?
- What equipment, software and furniture is required?
- Who will be responsible for updates of displayed information? (Consider 7 Tools software)
- Who, What and When action items to make the above happen?

# Contact Information

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