



# ADAPTIVE STRATEGY DESIGN

INSPERO

## eBook

### An inspero creation by:

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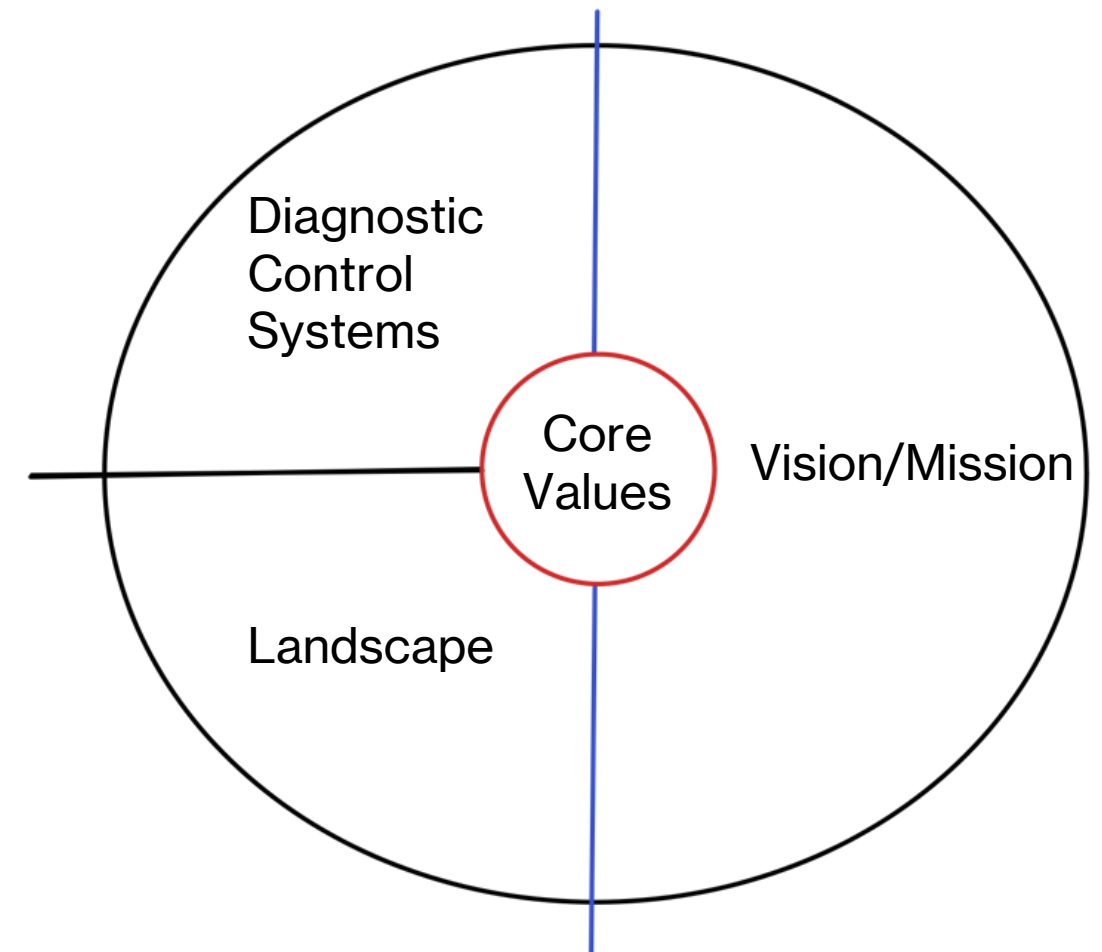
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Adaptive Strategy Cycle





Photo by Joshua Woroniecki: <https://www.pexels.com/photo/person-holding-a-compass-3832684/>



An inspero eBook for future-focused business.

Adaptive Strategy Design (ASD) is not about discarding planning altogether. Instead, it embraces **strategic flexibility** – a dynamic approach that allows businesses to maintain a clear direction while adjusting to new information and circumstances.

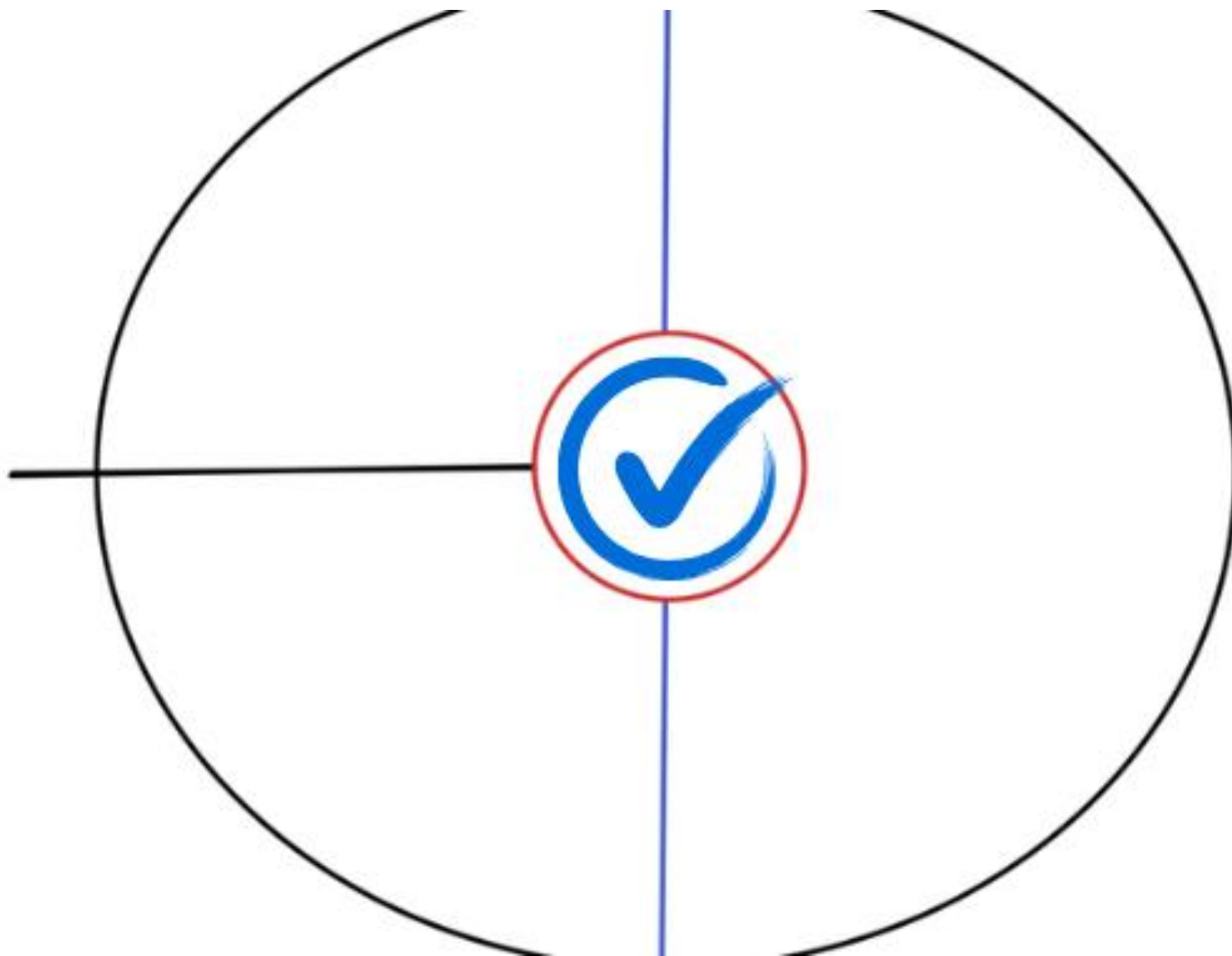
At its core, ASD is built on three key principles:

1. **Core Values as the Anchor** – While tactics and execution may shift, operationalized core values provide stability and guide decision-making.
2. **Vector Over Roadmap** – Instead of rigid five-year plans, ASD focuses on setting a strategic **direction** that can adjust as conditions change.
3. **Execution with Agility** – Strategy is not a document; it's a continuous process that integrates feedback, experimentation, and real-time course corrections.



# Core Values

Your compass for decision making //



## Core Values are Central

### Why Values Matter More Than Mission/Vision

Most organizations spend a great deal of time crafting mission and vision statements, yet these often become nothing more than **wall art**. While inspiring, they rarely guide real-world decisions. **Core values, however, shape behavior and decision-making every day.**

Core values define **who you are as an organization** and act as a strategic anchor in uncertain times. While the mission may shift and the vision may evolve, core values remain constant. They help leaders and teams:

- Make difficult decisions with confidence.
- Create alignment and consistency in execution.
- Filter new opportunities and challenges through a guiding lens.

## The Role of Core Values in Decision-Making

A well-defined set of core values answers the question: “**How do we operate, no matter what happens?**” When faced with uncertainty, leaders can turn to these values as a **north star** for making tough calls.

For example:

- If **integrity** is a core value, then transparency in communication is non-negotiable, even in a crisis.
- If **innovation** is a core value, then adapting to industry changes should be encouraged, not resisted.
- If **patient care** is a core value, then every business decision should enhance the patient experience, even if it costs more.

Core Values must be clearly stated, defined and then operationalized. Have each team member describe at least one behavior that demonstrates the Core Value in Action!



# Vision/Mission

Where are you going? //

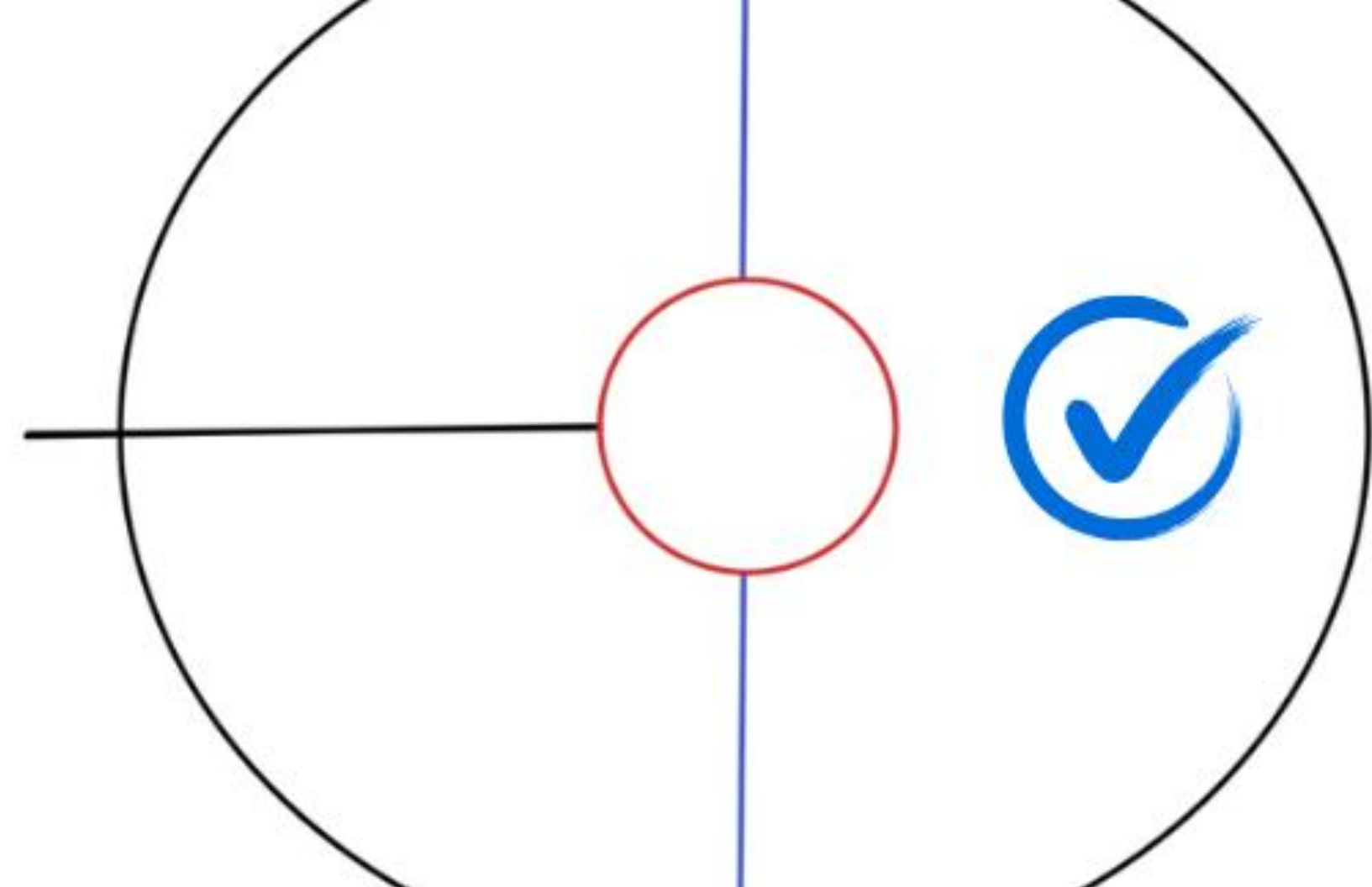
A top-down vision, dictated by leadership, often fails because it lacks **buy-in**. A shared vision, co-created with the team, generates commitment and alignment, leading to better execution.

Have each team member write a statement about their preferred future. Compile these visions into a cohesive, detailed, vision of the future for the organization.

A mission statement defines who a business serves, how they serve them, and what they want to become. It is a future-focused statement that aligns with the organization's core values and vision while clearly articulating its purpose and direction.

A mission statement should have a future focus and define What you want to become, Who you want to serve, and How you will serve.

**“The most reliable way to predict the future is to create it.”**  
—Abe Lincoln



# Landscape

SWOT/STEEP/LOB



Photo by Bri Schneider: <https://www.pexels.com/photo/calm-body-of-lake-between-mountains-346529/>

## Decide Upon Your LOBs and Then Plot Your Numbers Accordingly

A **Line of Business (LOB)** refers to a distinct area of products or services that a business offers to generate revenue and deliver value.

A SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) helps businesses identify areas where they can leverage advantages while mitigating risks.

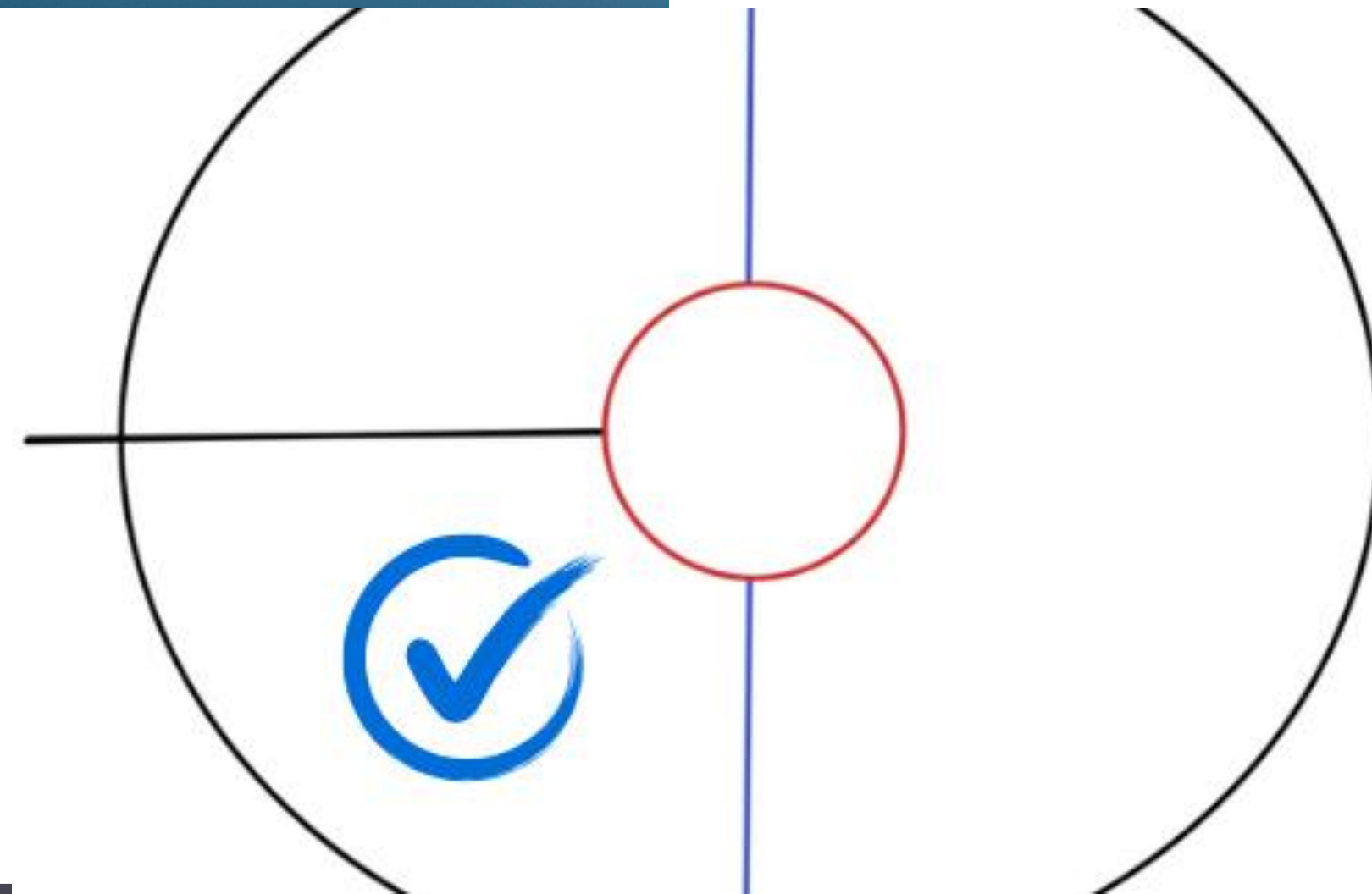
-Plot your SWOT as a team activity and then decide how best to use your strengths to harness opportunities.

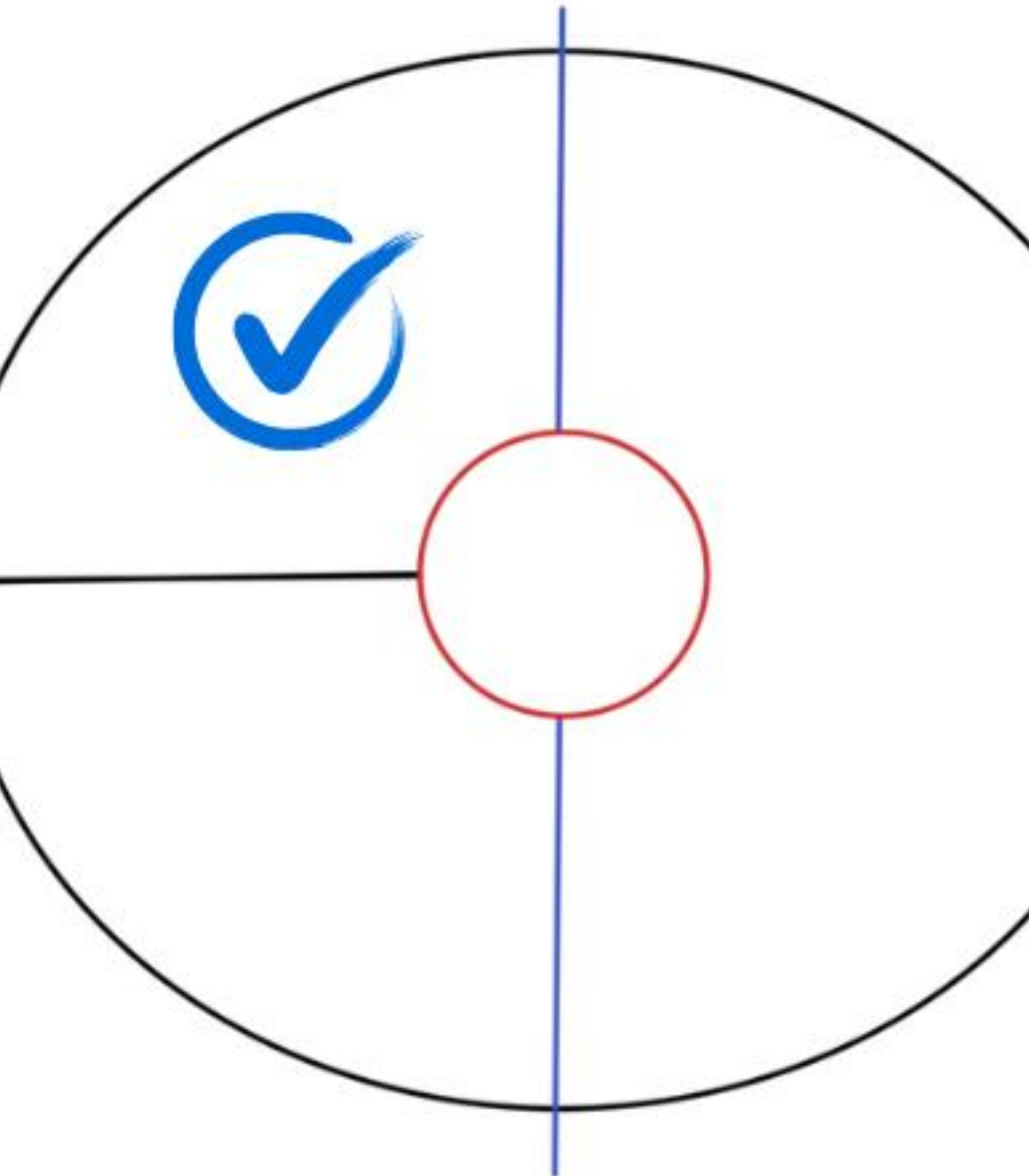
STEEP (Social, Technological, Economic, Environmental, and Political) helps organizations understand macro-level trends.

-Research the STEEP for your organization and then decide how it may impact your Vision both positively and negatively.

A value proposition is a clear and concise statement that defines the unique value a business offers to its customers. It answers the fundamental question: Why should a customer choose you over your competitors?

-What is your Value Proposition to your target market?





# Diagnostic Control Systems



Time to execute your strategy //

## OKRs and KPIs

Set Objectives & Key Results (OKRs) based on your Annual goals which you obtain by working backwards from your Vision.

Activity: As a team, read through the Vision and create a sticky note for each Objective or Key Result.

Once you have all the sticky notes from everyone, organize them into 3 to 5 themes (a word or phrase that describes the pile of sticky notes).

Items that expect to be completed within the next 12 months must be narrowed down and prioritized into a maximum of three annual OKR's. Fully describe the Objective and Key Results. Finally, prioritize what you

will accomplish in the next quarter – assign roles and responsibilities for completion. Weekly and monthly check-ins must be integrated to monitor achievement and assist in updates as needed.

Note that OKR's and KPI's are different!

OKR's are change and/or growth initiatives.

KPI's monitor the health of the company. What needs to happen for the company to maintain it's current business. Decide on your KPI's based on your LOB's from the last section combined with those things necessary to ensure the health of the business (revenue, overhead, new clients, etc.)



# What's Next?

Thank you for taking the time to explore the Adaptive Strategy Design (ASD) process. I hope this eBook has given you a clear, actionable foundation to start applying ASD principles to your organization, team, or personal strategic thinking. Strategy isn't just about having a plan—it's about adapting with intention.

If you're ready to go deeper, here are a few ways to take the next step:

✓ **The Full ASD Guidebook** – A comprehensive resource with detailed explanations, case studies, and expanded exercises to guide you through the entire ASD process. Available [Here](#).

✓ **The ASD Online Course** – Learn at your own pace with structured modules that provide in-depth insights, guided exercises, and real-world applications. Coming Soon to [Insperoteam.com](#).

✓ **Custom ASD Consulting & Workshops** – If you'd like direct support in applying ASD to your business or team, let's connect. Whether it's a one-on-one consult or a custom workshop for your organization, I can help you refine your strategy and execution. [More!](#)

## Stay Connected with Us.

◆ **The Daily QCI** – A daily dose of insights to question, create, and inspire better thinking and decision-making. [@dailyqci](#)

◆ The Socials:

[Instagram](#)

[Facebook](#)

◆ **Speaking & Facilitation** – I lead workshops on strategy, leadership, and emotional intelligence—reach out if your team could use a fresh approach.

**Here's to designing your preferred future with clarity, adaptability, and a firm resolve.**

“Hope is the  
consequence of  
Action.”

-Roberto Unger