

Social media strategie next level

No strategy
without defining
the assumptions
and
requirements.



Definition

Assumptions and prerequisites

In strategy development, assumptions and prerequisites represent the assumptions and prerequisites on which the content and thus the success of the strategy is based. In the potential-based strategy model (pbsm), assumptions and prerequisites are an independent strategy component because the content of this strategy component is of direct importance for the success of the strategy.

Importance

- Every strategy is based on assumptions and prerequisites.
- If the assumptions and prerequisites underlying a strategy are not met or met, the success of this strategy is unlikely.

While prerequisites are a relatively predictable element, preconditions should be treated with greater caution and attention.

Risks

The most important risks from assumptions and prerequisites are

- Assumptions are incorrect: Strategies that are based on incorrect assumptions are highly unlikely to be successful.
- Prerequisites are not met or are changing: in this case, too, a strategy is missing part of its foundation. This endangers the success of the strategy.
- Assumptions and prerequisites of a strategy are not known: The strategy is uncertain and qualitatively questionable because existing risks - in the form of assumptions - are not known. Every strategy is based on assumptions that should be defined in order to keep an eye on these assumptions and to be able to recognize incorrect assumptions early on and correct their consequences.
- Assumptions and prerequisites of a strategy are not monitored: Assumptions and prerequisites of a strategy are not static. This means that they are subject to a variety of influences and can naturally be incorrect. If assumptions and prerequisites are not monitored in strategy management, the risk that the strategy will become less successful increases because undetected changes are not taken into account in a timely manner.

Usage

Assumptions and prerequisites

Assumptions and prerequisites as part of a strategy and as part of the development process are used as follows:

In the strategy process

We check decisions and content of strategy and strategy components for assumptions underlying them or for possible prerequisites, evaluate these and take these findings into account.

As a strategy component

In the strategy component assumptions and prerequisites, we summarize all recognized assumptions and prerequisites of a strategy / strategy draft.

This gives us an overview of the quality of the strategy and its risks and allows us to keep an eye on assumptions and

Benefit

Assumptions and prerequisites have the following benefits:

Strategy quality

By defining the assumptions and prerequisites of content and decisions, the quality of the content and decisions increases. We recognize problems in good time, for example those that arise from uncertain assumptions or uncertain prerequisites.

Strategy success

Strategies in a highly dynamic environment carry a particularly high risk from changes in external factors. What was present at the time the strategy was developed may have changed in a year. Being able to recognize these changes early on is a competitive advantage and at the same time a necessity.

Both are based on knowledge of the assumptions and prerequisites of a strategy and on monitoring them as part of strategy management.

Assumptions and prerequisites

Whether and how assumptions and prerequisites are used in strategy development and strategy management is a question of social media strategy competence and thus also an indicator of the state of social media strategy competence in the company.

Whether and how assumptions and prerequisites are used in strategy development and strategy management is also an indicator of a possible need for action in terms of strategic competence.

If an existing social media strategy lacks these elements, there is a double need for action

- in strategic competence
- in the respective strategy.

Updating the existing strategic competence leads to the necessary update of the existing strategy.



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Services

Strategy course

Management and content support of the strategy course

Support of education and training

Individual support for course participants according to their needs.

pbsm.strategist

Examination of the final thesis for pbsm.strategist

Coaching and Consulting

In-house strategy training: the potential-based strategy model is taught in-person in the company.

Workshops: the potential-based strategy model is applied in a workshop for strategy development.

Supported strategy development: Here I support the application of the potential-based strategy model in the company.

**You have any questions about social media strategy?
Get in contact.**