AI-ENABLED STRATEGY MONITORING • CEO/BU-HEAD • SPRINT • FROM 6 WEEKS • MANAGEMENT VIEW & STOP/GO

When the growth agenda is set, but the right management view is missing.

When "AI-enabled Strategy Monitoring" is especially valuable

The growth agenda is set — yet it loses traction in day-to-day operations. No one has a continuous view of whether priority growth fields and initiatives are delivering; reviews look backward, dashboards show activity rather than impact.

In practical terms, this means:

DECIDE	BECAUSE …
• Whether your priority growth fields are truly delivering	• progress, drift and roadblocks otherwise only become visible in the quarterly review.
• Where leaders need to intervene early	• weak execution can only be corrected early — rarely after the fact.
• Which initiatives to reinforce, redirect or stop	• resources otherwise flow into drifting rather than delivering initiatives.

VALUE LEVER 1 · DESIRED OUTCOME

Your strategy is in motion — and so is its monitoring.

The sprint creates an ongoing management view — not another dashboard:

- **You can see the delivery status of your growth fields.** On track, drifting, blocked or stalled — including how they evolve over time.
- **You spot drift early.** Early-warning signals from CRM, Finance and PMO reveal deviations before they become costly.
- **You can take corrective action.** Every review surfaces deviations, owners and decision proposals — rather than becoming an explanation session.

VALUE LEVER 2 · HIGH DECISION CONFIDENCE

Your pilot decision holds up because it is based on reliable data, not status reports.

A status report alone does not enable management. That is why every initiative is assessed against the same criteria:

- **Measure delivery, not activity.** Focus on impact in the priority growth field, not milestone check marks.
  Result: an honest delivery status instead of green-status optimism.
- **Make data sources reliable.** CRM, Finance, PMO and initiative tracking are connected into one consistent view.
  Result: a data foundation your leadership team trusts.
- **Make deviations decision-ready.** Every deviation gets an owner, threshold and decision logic.
  Result: a moment for decision, not a consequence-free discussion.

Copyright Strat-Exx 2026

VALUE LEVER 3 · FAST DECISIONS

Your Strategy Delivery Monitoring is ready in approx. 6 weeks.

The sprint reduces uncertainty in four steps:

- **Weeks 1–2: Sharpen the focus.** The focus set, initiatives, data sources and decision questions are clarified.
- **Weeks 3–4: Build the measurement logic.** Delivery KPIs, status logic and early-warning signals are defined.
- **Week 5: Activate the layer.** The monitoring layer, review format and RACI are set up.
- **Week 6: Pilot & Stop/Go.** Pilot review, refinement and scaling decision.

> **Sprint principle.** This is not a new tool project, but a layer on top of your existing systems. Speed comes from aligning measurement logic and the review format with decisions from the outset.

VALUE LEVER 4 · LOW MANAGEMENT EFFORT

Your leadership team stays decision-ready day to day.

The sprint consolidates assets, market data and customer signals into one management view — without a major innovation program. Strat-Exx builds the logic, structures the data and facilitates the reviews.
Only four inputs are required from your organization:

- Access to CRM, Finance, PMO and initiative data,
- the agreed focus set and ongoing initiatives,
- perspectives from BU leadership, Strategy and PMO,
- management decisions in the first delivery review.

VALUE LEVER 5 · LIMITED PILOT RISK

You scale the layer only once the pilot proves its value.

The greatest potential loss is not an incomplete cockpit, but a strategy that drifts in day-to-day operations while reviews explain it after the fact — until corrective action is barely effective.
The sprint safeguards your ability to steer:

- Pilot before scaling — the layer is first proven in a focused area.
- Built on existing systems — no long-term tool lock-in.
- Clear human–agent interface — the AI layer reports; your team decides.
- Stop/Go after the pilot — you scale only when the management view proves effective.

Copyright Strat-Exx 2026

Typical use case. The strategy is set, but there is no continuous view of whether growth fields are delivering; dashboards show activity rather than delivery status; leadership reviews explain too late instead of triggering early management decisions.

By project end, all the evidence for decision-making is on the table:

A. a **Strategy Delivery Cockpit** covering your priority growth fields and initiatives,
B. an **AI Monitoring Layer** drawing on CRM, Finance, PMO and initiative tracking,
C. **defined delivery KPIs and status logic** (on track, drifting, blocked),
D. an **early-warning system** with drift detection and thresholds,
E. a **Strategy Delivery Review** with deviations, owners and decision logic,
F. a **pilot evaluation** with Stop/Go and a scaling recommendation.

The benchmark. Value lies not in the number of metrics, but in how early your leadership team identifies drift and decides — before weak execution becomes lost growth.

Where is your strategy drifting — before the quarter reveals it?

YOUR CONTACT



Dr. Clemens Oertel

CONFIDENTIAL STRATEGY CONVERSATION

30-MINUTE CONVERSATION

Via Google Meet · book anytime

calendly.com/clemens-oertel-strat-exx/30min

SCAN & BOOK

Copyright Strat-Exx 2026