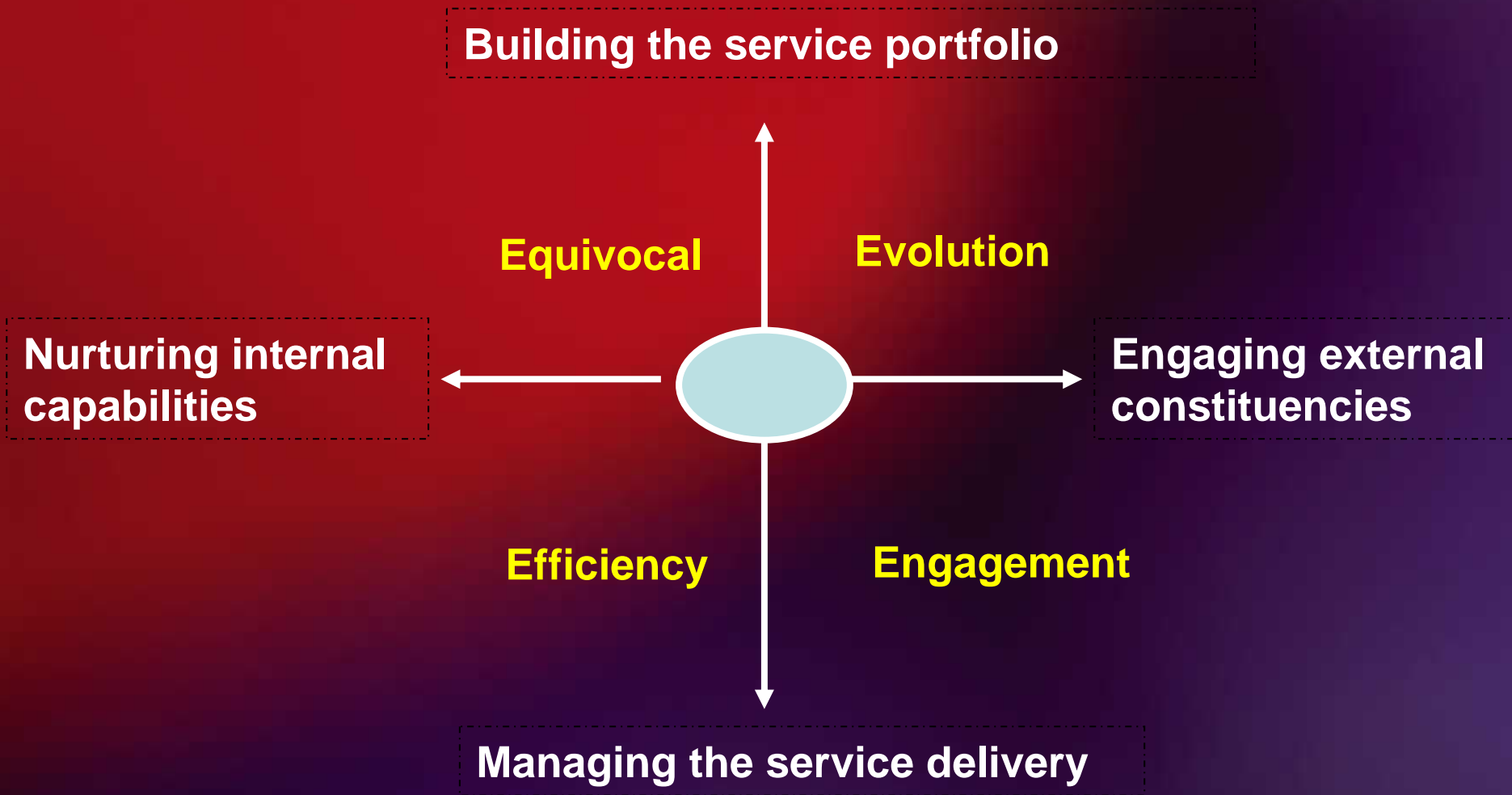


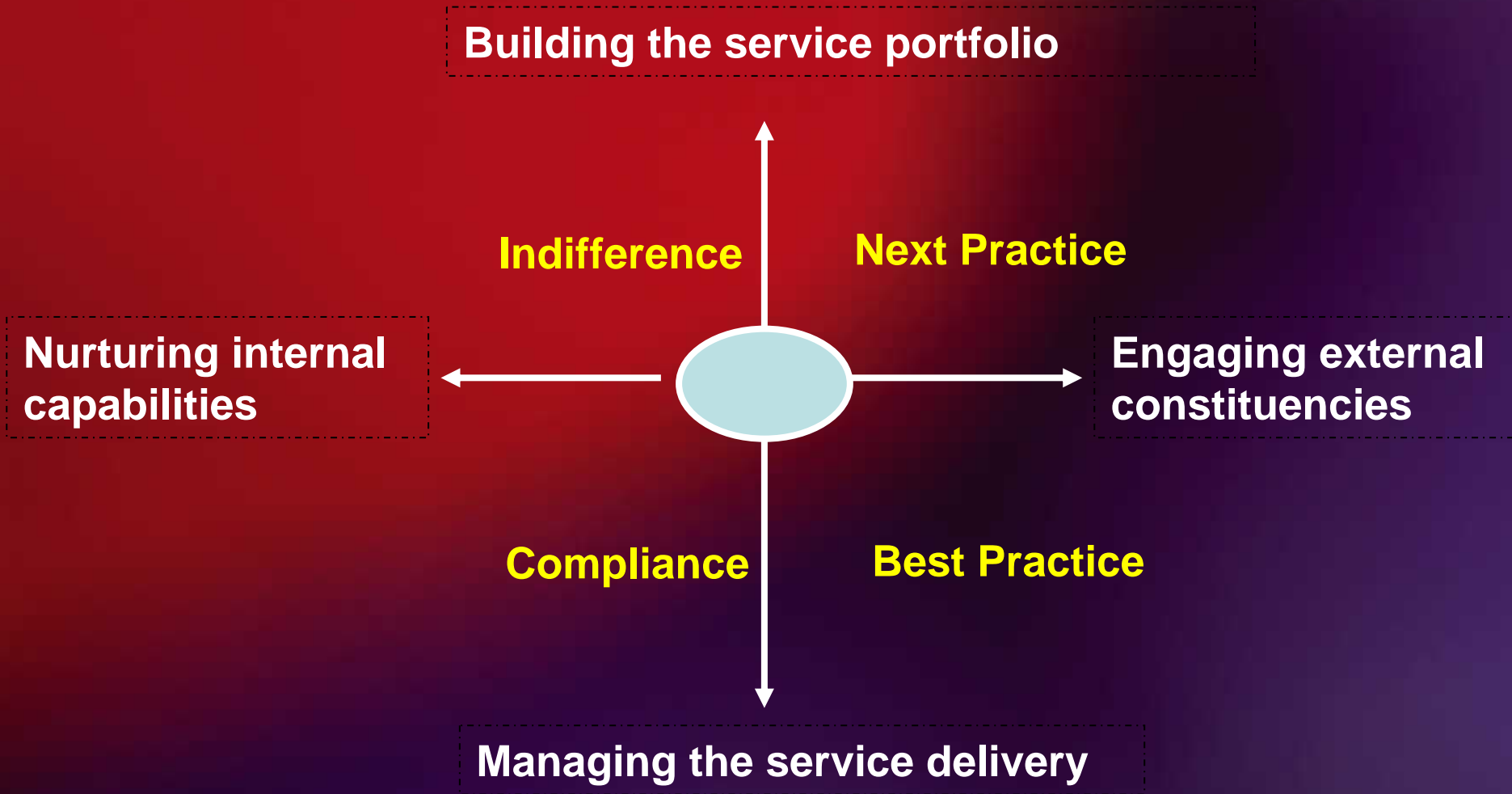
Strategic Frameworks

Giving OH+S profile and visibility!

The Long and Winding road...



The 'other' view....



A powerful identity

Organisational alignment

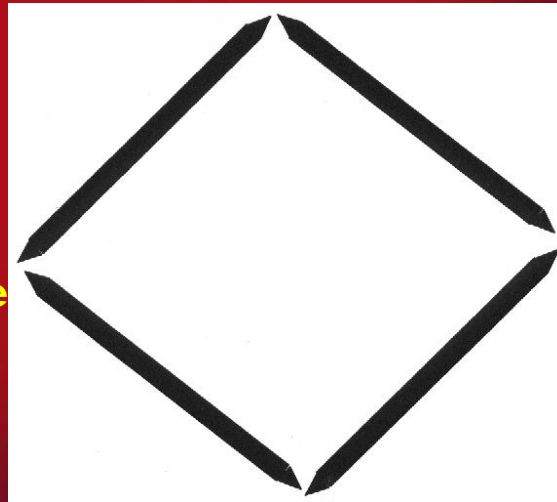
THE ASHRIDGE MISSION MODEL

PURPOSE

Why the company exists

STRATEGY

The competitive position
And distinctive competence



VALUES

What the company
Believes in

STANDARDS AND BEHAVIOURS

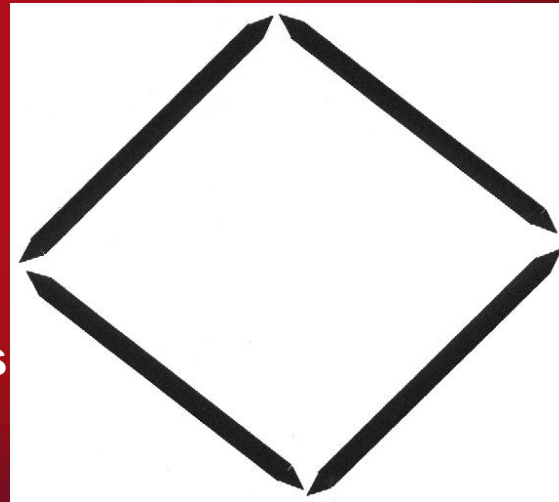
The policies and behaviour
patterns that underpin the
Distinctive competence and the
Value system

MISSION

DISTRICT HEALTH BOARD - WAITEMATA NZ

PURPOSE

- To make a healthy difference



STRATEGY

Seamless Service
Wellness and Responsibility
Consumer and Family Focus
Safety

VALUES

Openness
Integrity
Compassion
Customer Focus
Respect

STANDARDS AND BEHAVIOURS

Transparent processes, structures and communication
Fair and consistent policies and procedures
Respectful engagement
Patient/Client/Customer centric approach

A compelling offer

Tangible image

STRATEGIC POSITIONING

- Develop a Strategic Theme
- Identify the elements of Differentiation
- Activity mapping showing connectivity of elements

STRATEGY RESTS ON UNIQUE ACTIVITIES

- Doing things 'differently'
- Doing 'different' things

STRATEGIC FRAMEWORK

TO DELIVER THE BEST COFFEE EXPERIENCE

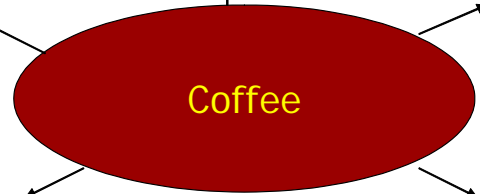
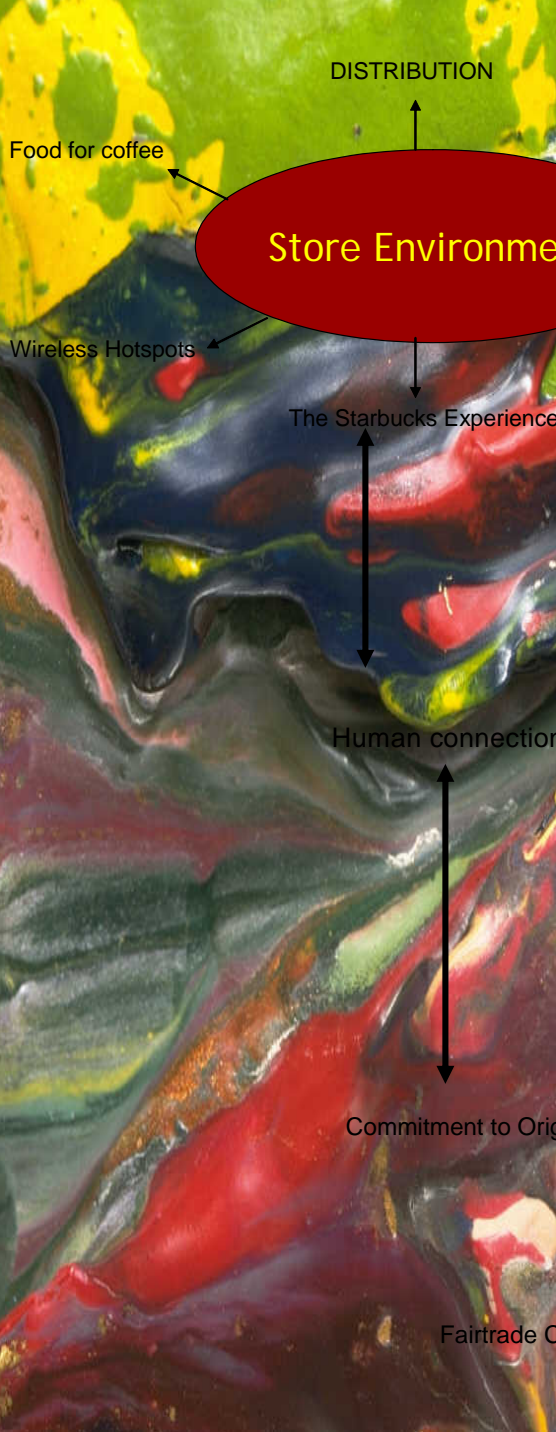


Coffee

Store Environment

Community

Delivered by Caring , Passionate Partners



DISTRIBUTION

Store Environment

Coffee

Passionate, Caring Partners

Community

Food for coffee

Wireless Hotspots

The Starbucks Experience

Human connections

Commitment to Origins

Fairtrade Coffee

Starbucks Card

Coffee seminars

Coffee knowledge

Local knowledge

Support for local events

Store and Street collections

Starbucks Roast®

Coffee expertise

Range of unique coffees

Artistry of our coffee process

World Class training programs

SB- YL Foundation

Youthline merchandise

Frappuccino® blended beverage

Uncompromising quality

25 THURSDAY + 26 FRIDAY 10 OCTOBER 07

OH+S

STRATEGIC FRAMEWORK

Development of Pacific Youth in Auckland

**Parents as first
Role models**

**The hand that rocks the
cradle must show the way**

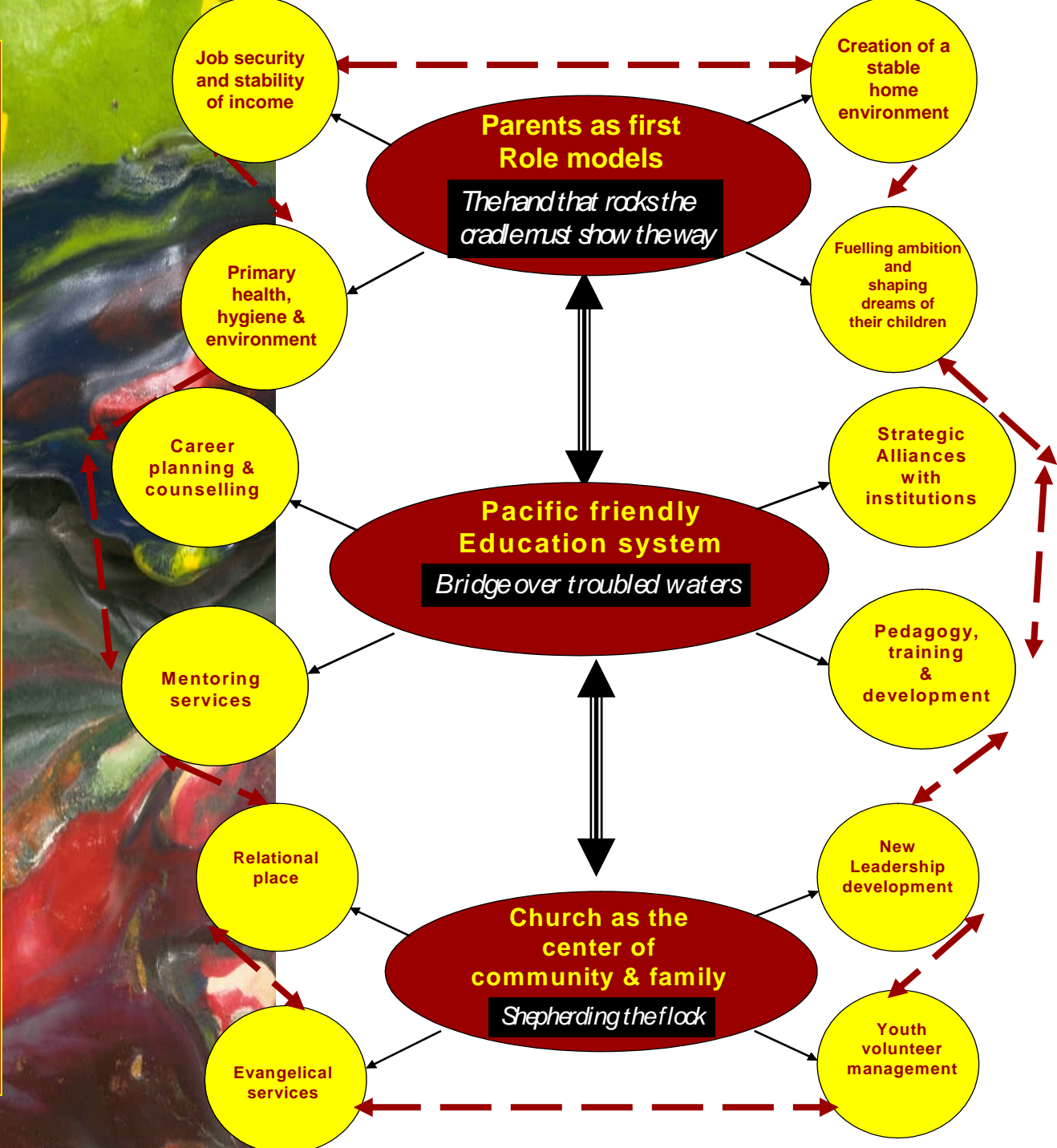
**Pacific friendly
Education system**

**Bridge over
troubled waters**

**Church as the
center of
community & family**

**Shepherding
the flock**

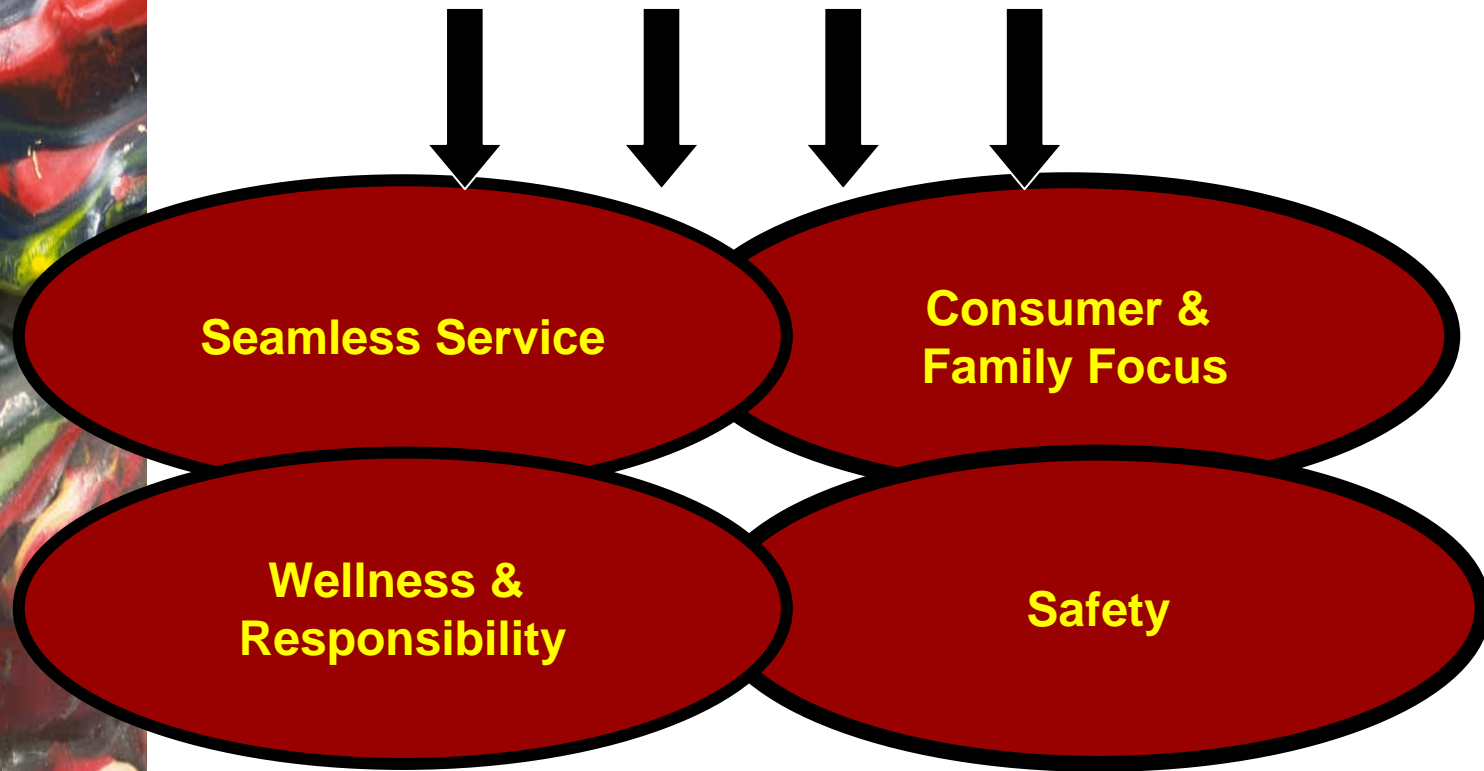
PACIFIC YOUTH DEVELOPMENT



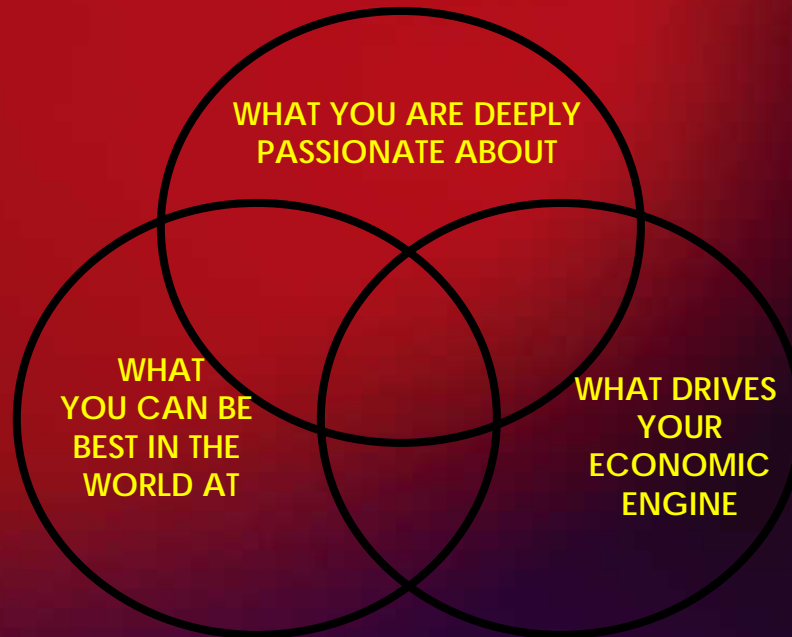
PACIFIC YOUTH DEVELOPMENT

STRATEGIC FRAMEWORK

To make a healthy difference

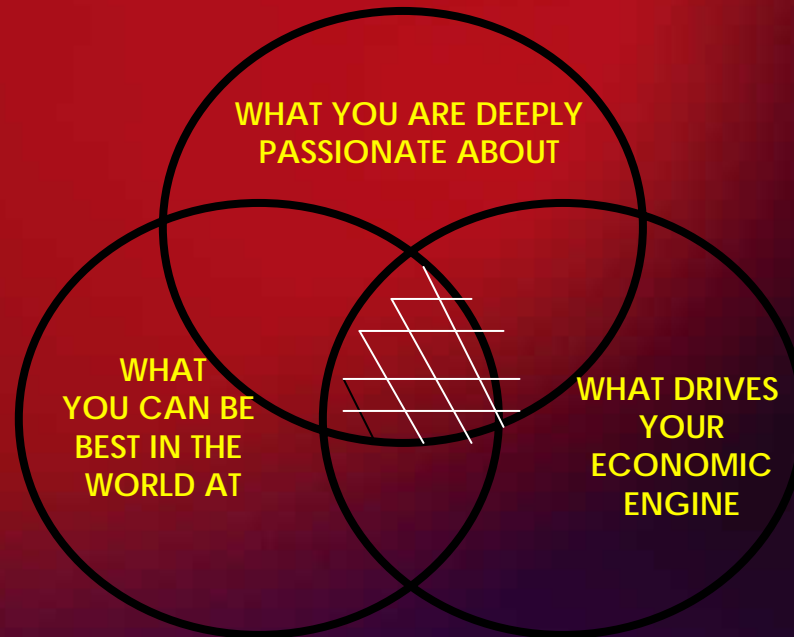


GOOD TO GREAT



THE THREE CIRCLES OF THE HEDGEHOG CONCEPT

GOOD TO GREAT



THE THREE CIRCLES OF THE HEDGEHOG CONCEPT

Challenges

- **Cognitive**
 - Free of denial, nostalgia and arrogance
- **Strategic**
 - New compelling options to dying strategies
- **Political**
 - Diversion of resources from yesterday to tomorrow's programs
- **Ideological**
 - Optimization of a atrophied model cannot secure the organization's future

From COMPLIANCE

To COMPETITIVE ADVANTAGE

A Time to Act !