

5 Strategic Questions Every CEO Should Ask Before Their Next Planning Cycle

If you can't answer these five questions clearly, your strategy isn't ready. Each maps to a tool in the MOVE™ system — the same tools that have delivered \$2B+ in incremental EBITDA across 100+ engagements.

01

What assumptions is your strategy built on — and when did you last test them?

Most strategies are built on assumptions that were true two years ago. Markets shift, competitors move, regulations change. If you haven't surfaced and pressure-tested your strategic assumptions in the last 90 days, you're executing against yesterday's reality.

MOVE™ Tool: Strategic Assumptions (SA)

02

Can your leadership team articulate your Driving Force in one sentence?

If ten executives give ten different answers about why you win, you don't have strategic alignment — you have strategic noise. Your Driving Force defines the single competitive engine behind every product, market, and investment decision.

MOVE™ Tool: Vision + Driving Force (VDF)

03

Which of your current bets would you not make again today?

Every company carries products, markets, or initiatives that consume resources but no longer earn their place. If you can't identify which bets to exit, you can't fund the ones that matter. Strategy is as much about what you stop as what you start.

MOVE™ Tool: Product-Market Matrix (PMM)

04

What capabilities must you build to win — not today, but in three years?

The capabilities that got you here won't get you there. The question isn't whether you're competitive now. It's whether you're investing in the capabilities your future strategy demands — through the eyes of the customer, not your org chart.

MOVE™ Tool: Advantage + Future Capabilities (AFC)

05

Does your strategy connect to quarterly financial outcomes anyone can track?

If your strategy lives in a binder and your P&L lives in a spreadsheet, the gap between them is where value dies. Strategy must connect to signature initiatives with owners, timelines, and numbers that hit the income statement.

MOVE™ Tool: Strategic Numbers + Execution Cadence

Ready to answer these questions with your leadership team?

MOVE™ provides the questions. AI accelerates the answers. Your team makes the decisions.

Start a Conversation → thinkingdimensions.com/contact

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