

ADVISORY

THE LANGUAGE OF STRATEGY

The following is a sample (not exhaustive) of action verbs useful in crafting strategy and strategic initiatives.

Resource or Function	Strategy		
Program or Service Development or Delivery	Offer new Diversify Produce more Invent	Enhance quality of Retrench Coordinate Partner	Develop Joint venture Innovate Acquire
Finances	Increase Invest Diversify Steward	Decrease Divest Find alternative Cut costs	Endow Raise funds Conserve
Market	Expand Position Diversify Analyze Differentiate	Penetrate Develop Research Specialize Target	Segment Compete Reach Maintain Serve
Human Resources	Hire new Enrich jobs Reassign Evaluate	Terminate Train Mentor Share	Develop Build capacity Reward performance
Communications	Make aware Sell Publicize Integrate Maximize	Promote Advertise Educate Target Diversify	Persuade Synchronize Optimize Integrate online
Information	Research Develop	Share Disseminate	Analyze Manage
Leadership	Expand Develop Transition	Include Distribute Stabilize	Build capacity Assess Reward
Technology	Develop Divest Update	Invest Centralize Equip	Integrate Authenticate Fund
Facilities	Expand Divest Improve Centralize	Relocate Build Reconfigure Decentralize	Maximize Maintain Fund new Endow
Organization	Reorient Revitalize Build culture Plan strategically	Turn around Transform Align with values Institutionalize	Assess Restructure Expand Think strategically

