

**DA DATA
ADVANTAGE**
**Strategy
Statement**

Grow your business with data

The Strategy Statement

Your guide to transform uncertainty into successful outcomes.

How do you begin?



Print as many copies as you like. The strategy statement is free for you to use over and over.



Fill out the strategy statement. If you need guidance along the way, you can get instant access to our online video courses at dataadvantage.tv.



Finally, discuss and review the strategy you've identified with your board, leadership, and teams. Remember, creating multiple strategy statements for discussion and review is encouraged. Often collaboration is needed to ensure you select the best strategy to grow your business with data.

Reach out if you would like to connect. [Send us an email.](#)

Sincerely,

Zack & Michael | Founders | Data Advantage LLC

For:

By:

Version:

Date:



Strategy Statement

In order to _____

Outcome (board/executive level objective)

we must _____

Benefit (something that produces the Outcome)

through _____

Tactic (actionable plan to achieve Benefit)

by measuring _____

Measurement (meaningful, relevant, & aligned)

found in _____

Data (list of necessary sources)