

# Strategic Design vs. Strategic Planning

## Strategic Design

**Organic** - Everything is connected  
**Iterative** - Headroom for innovation

### **Adaptive**

Work toward the vision and adapt as conditions dictate

### **Feedback Loops**

Seek to understand if stakeholders' needs are being met

### **Process Oriented**

Provides a framework for seeking solutions to systemic challenges

**Artistry**  
**Compass**

## Strategic Planning

**Pre-determined and Static**  
Announce intentions and stick to the plan

### **Apply a Global Blueprint**

Does not allow for changing conditions

### **Myopic Focus**

Pursue the pre-determined plan regardless of impact on stakeholders

### **Product Oriented**

Provides solutions for what are considered technical challenges

**Paint-by-Numbers**  
**GPS**