



Hedgehog Based Vision

(HBV)

Foundation for Strategic Planning

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Hedgehog Concept
from Good To Great

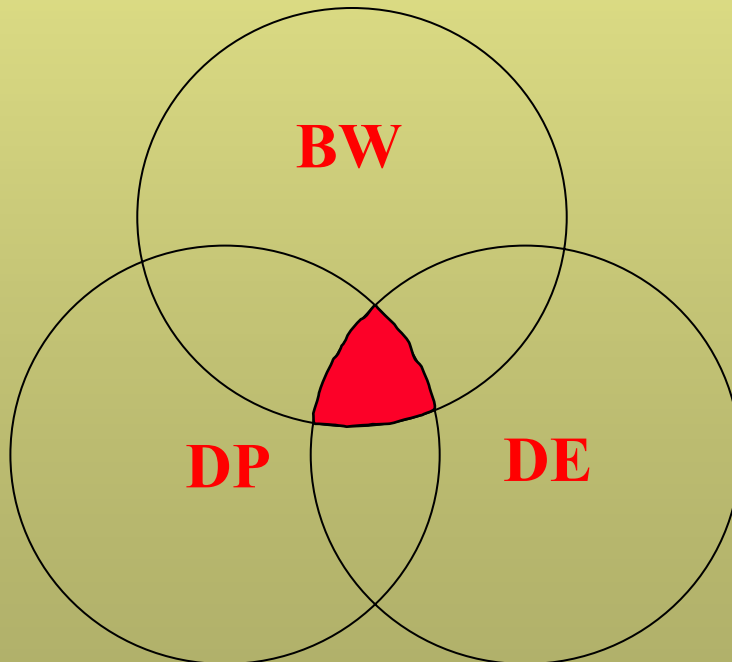
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Strategic Focus

(“Hedgehog Concept”)

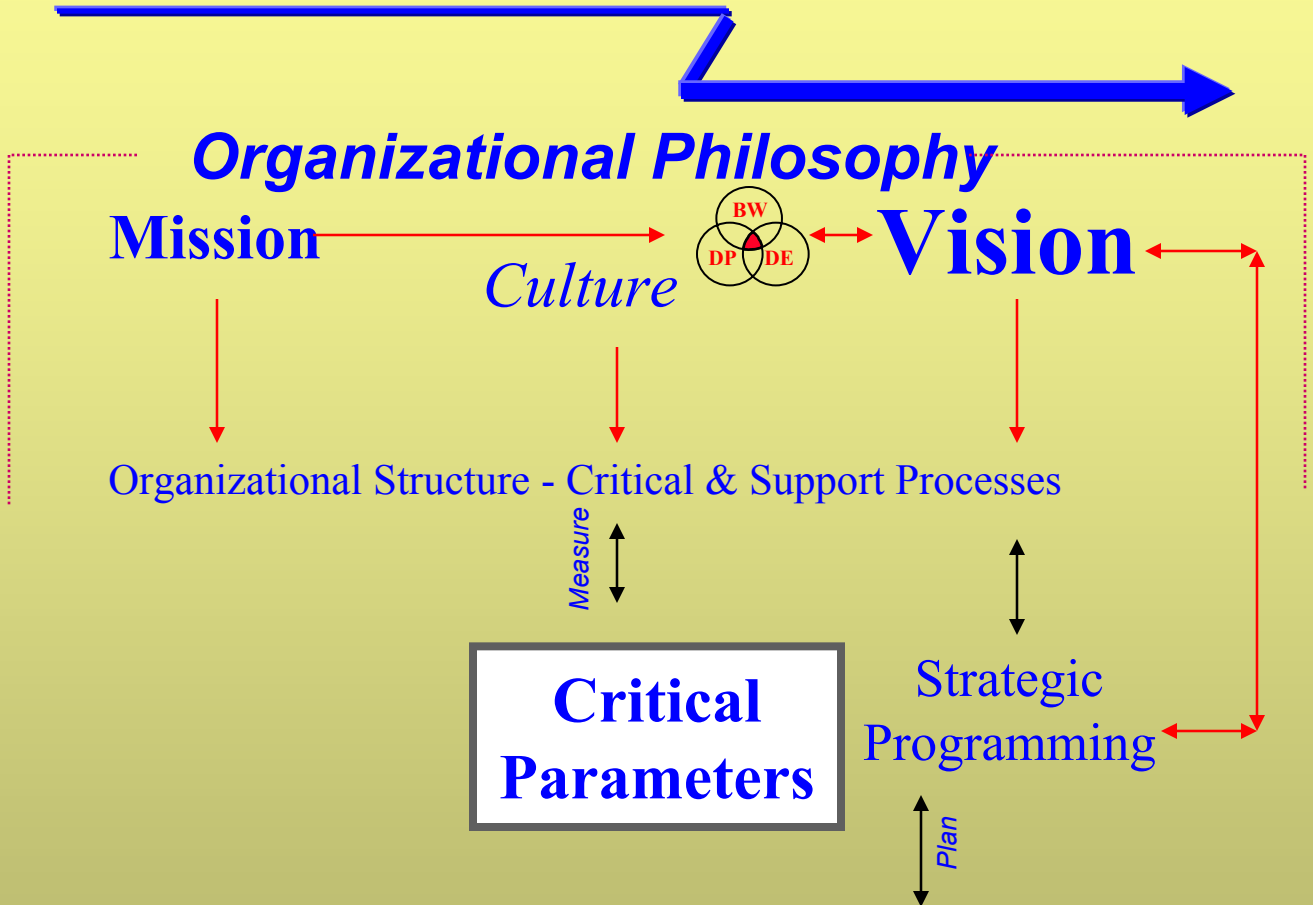


- Best in the World = BW
- Deeply Passionate About = DP
- Drives Economic Engine = DE



Organizational Logic

Strategic Segment



HBV Working Logic



1. Organizational Philosophy is highly influenced by “Good to Great” lessons.
2. Mission is starting point, but is not a handcuff.
3. Hedgehog establishes strategic direction and focus
4. Hedgehog Based Vision (HBV) creates the dream about a highly effective hedgehog based future, and engrains the strategic direction in the organizational culture.
 - Hedgehog based vision might require a change in the actual mission, or in it’s expanded interpretation
 - Hedgehog is developed and deployed before the vision is created
 - Hedgehog Based Vision drives your strategic program, culture, organizational structure, results measuring system (critical parameters) and work plans.
 - Most of the strategic implementation process from my book “The Making of a Leader” still applies, with the adjustments presented here.