Strategy on a Page

Scenario

ABC Suites (Pty) Ltd

“The nicest thing about not planning is that failure comes as a complete surprise rather than being preceded by a period of worry and depression.”—Sir John Harvey-Jones

📉 The Challenge

At her previous company, Candy Wrapper (CEO of ABC Suites) witnessed firsthand how strategic planning can lose its edge when buried in complexity. The annual Strategic Review became a ritual of exhaustive presentations, drawn-out debates, and flip chart exercises—culminating in a 20+ page document that was rarely revisited.

Instead of driving alignment and action, the process created confusion and fatigue. Teams struggled to connect daily decisions to strategic goals. Ownership was unclear, communication fragmented, and execution suffered. Without a dynamic, accessible way to track progress and hold leaders accountable, strategy became a static artifact—rather than a living guide for performance.

How ABC Suites uses epic:

🚀 The Breakthrough: Strategy Made Actionable



With Epic’s *Strategy on a Page* and live dashboard features, Candy Wrapper’s team replaced complexity with clarity—and turned strategic planning into a living, measurable process.

Here’s how the transformation unfolded:

- **One Page, Total Alignment:** The entire strategic plan—vision, values, pillars, objectives, and KPIs—was captured on a single, dynamic page. No more 20+ page documents gathering dust.
- **Ownership at Every Level:** Strategic objectives were assigned to specific owners, with progress tracked in real time. Everyone knew what they were driving, and how it connected to the bigger picture.
- **Monthly Check-Ins with Purpose:** Instead of abstract debates, strategy sessions focused on live data—

what's on track, what's lagging, and where support was needed.

- **Department-Level Visibility:** Business units built their own aligned one-pagers, creating clarity across teams and enabling cross-functional collaboration.

- **Leadership Confidence:** The dashboard gave Candy and her leadership team instant insight into strategic health, enabling faster decisions and more agile execution.

The result? Strategy became a shared language, not a once-a-year exercise. Execution accelerated, ownership deepened, and the company moved from planning to performance—with measurable impact.

"From static plans to strategic momentum—Epic's Strategy on a Page gave ABC Suites the clarity to lead with purpose."