EXAMPLES OF ORGANIZATIONAL STRATEGY
Apple (technology)

Why: question the status quo
How: By leading with design inside and out, we create user friendly, highly intuitive devices.
What: Phones, music players, computers, tablets that are some of the best on the market. All having a similar clean design and simple interface.

Westjet (airline)

Why: Make air travel easier.
How: By empowering employees to be decision makers they are responsible for the culture they create.
What: Employees that actually care about you as a customer as well as treat you like a friend, telling a joke on a flight, or giving you an extra chocolate wafer because you accidentally “misplaced” your first one.

Moo.com (online stationary retailer)

Why: be the supplier of choice.
How: By doing things over and above what was expected, not just once, but every time, it creates a culture of over delivering.
What: The stationary you order (business cards, post cards) is of the highest quality (American Psycho style) and always comes with fun packaging. The Postcards came in a pack that says on the outside in bold lettering “Slower Than Email”. Every time I’ve ordered anything it always comes at least 4-5 days early.
Great product + fun packaging and design = loyal customers
Nike
(apparel)

Why: to equip the very best athletes (and anyone striving to be) in the world.
How: By having the best athletes in the world use and endorse your products over and over.
What: 99% of all wannabe sports enthusiasts think they'll be “just like Kobe” in the shoes, or putting just like Tiger with the clubs.

Regina Police
(public organization)

Why: to keep Regina safe, together.
How: By putting public service first.
What: respectable, professional, service

UofR Alumni board
(non-profit)

Why: to build pride.
How: By engaging with alumni, providing valuable services and creating a community of like-minded people.
What: several events, scholarships, sponsorships, to award alumni, and support UofR events.

Regina Volleyball Club
(non-profit)

Why: to grow volleyball.
How: By creating an experience for all athletes in the club that makes them want to come back again and again.
What: teams, programs and camps that people talk about after, that people come back to year after year. Every positive experience creates a future customer.
The Onion
(online news publication)

**Why:** make people laugh at news
**How:** create stories that people want to share
**What:** satirically, yet brilliantly written faux news articles that millions of people consume every day.

Scott Collegiate
(school)

**Why:** my hommies learn here
**How:** by creating a better, more engaging school experience
**What:** classes that get attended more, students that learn more, teachers to achieve more.

Strategy Lab
(marketing company)

**Why:** help people think about marketing differently
**How:** by working harder and caring more
**What:** websites, online advertising, social media, and marketing strategies that get talked about.