



# EXAMPLES OF ORGANIZATIONAL WHY, HOW, WHAT 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.