

# 战略解码会议引导

# 第一部分

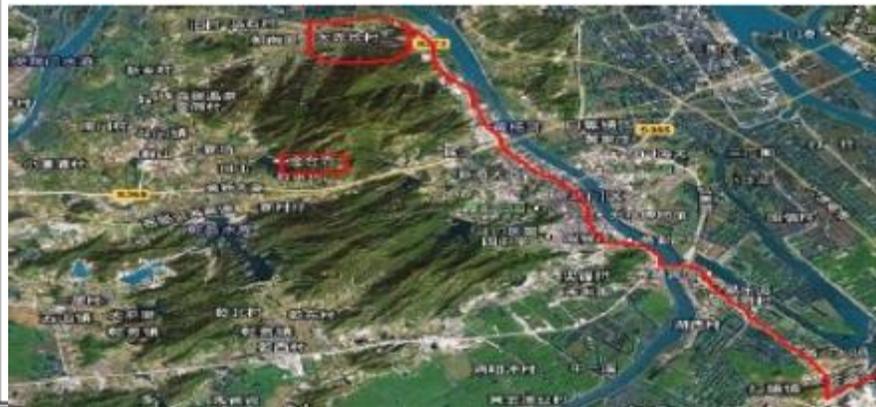
## 上年度战略目标达成总结

## 第二部分

### 战略解码简介

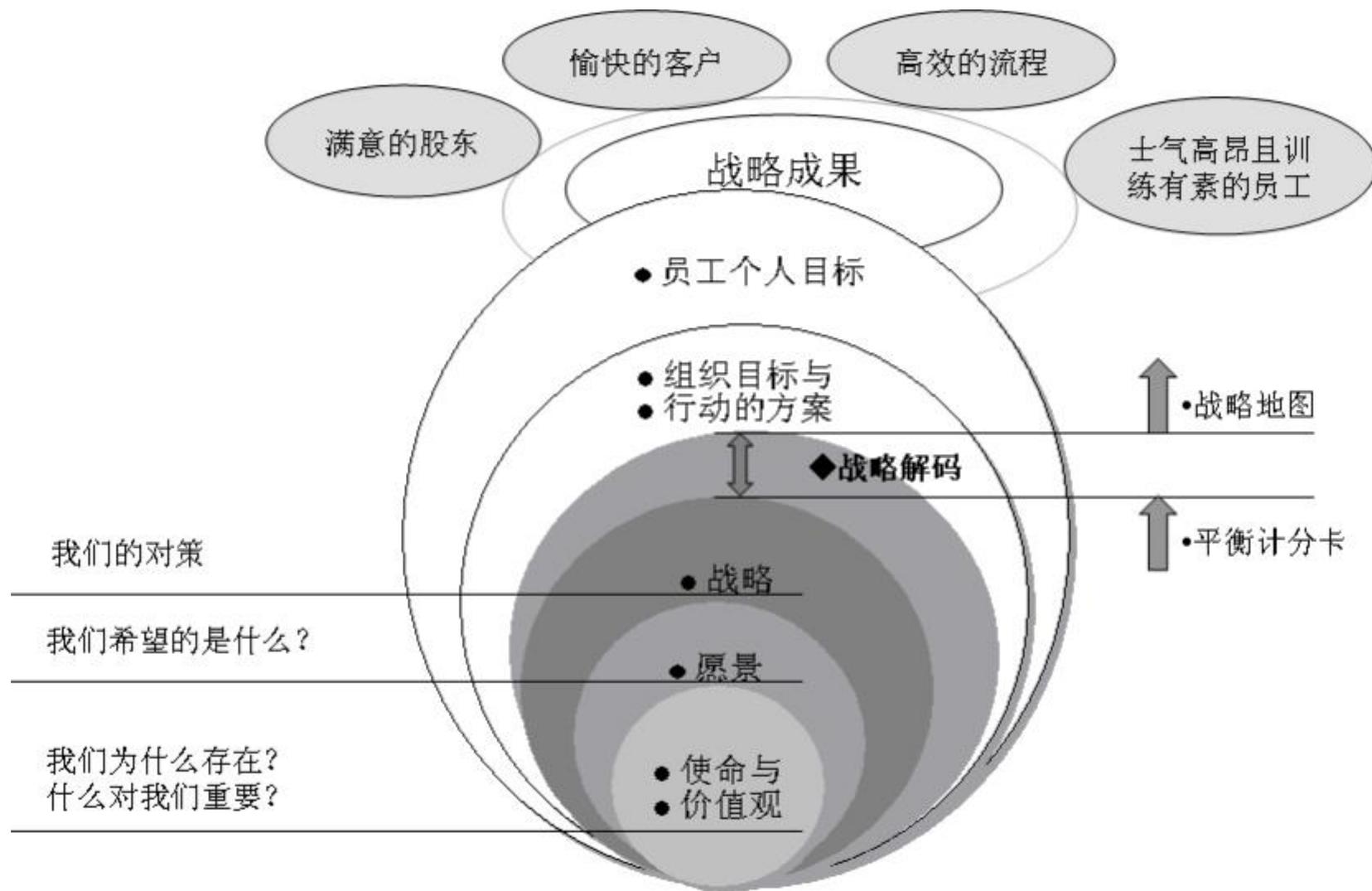
# 什么是战略解码？

Having Trouble with Your Strategy?  
**Then Map It**

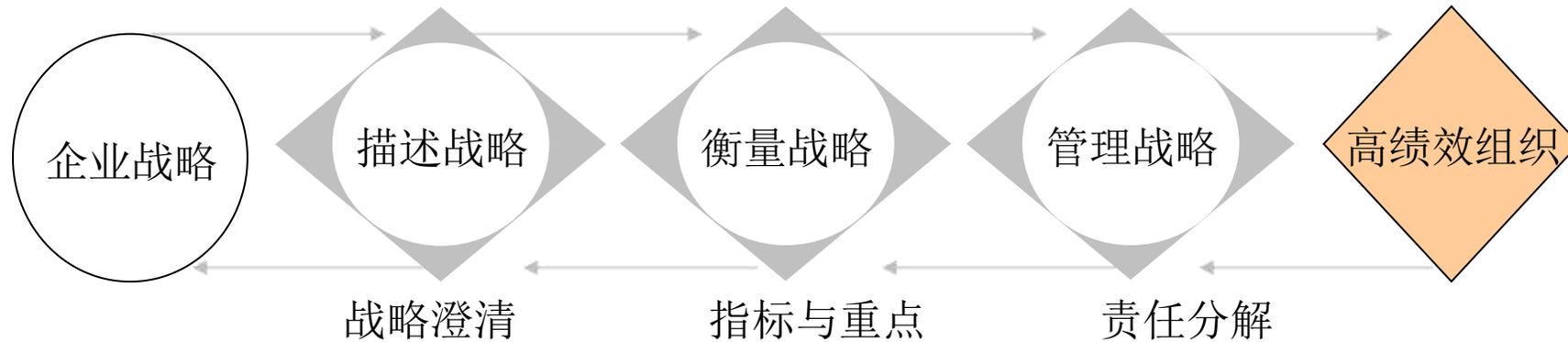


通过可视化的方式，将企业的战略转化为全体员工可理解、可执行的行为的过程。

# 为什么要战略解码？



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“if you can't describe it,you can't measure it;  
if you can't measure it,you can't manage it;  
if you can't manage it,you can't attain it.”

——Robert Kaplan



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