



# **The Five Pillars of Strategy following The Great Recession**

By  
Scott Romeo

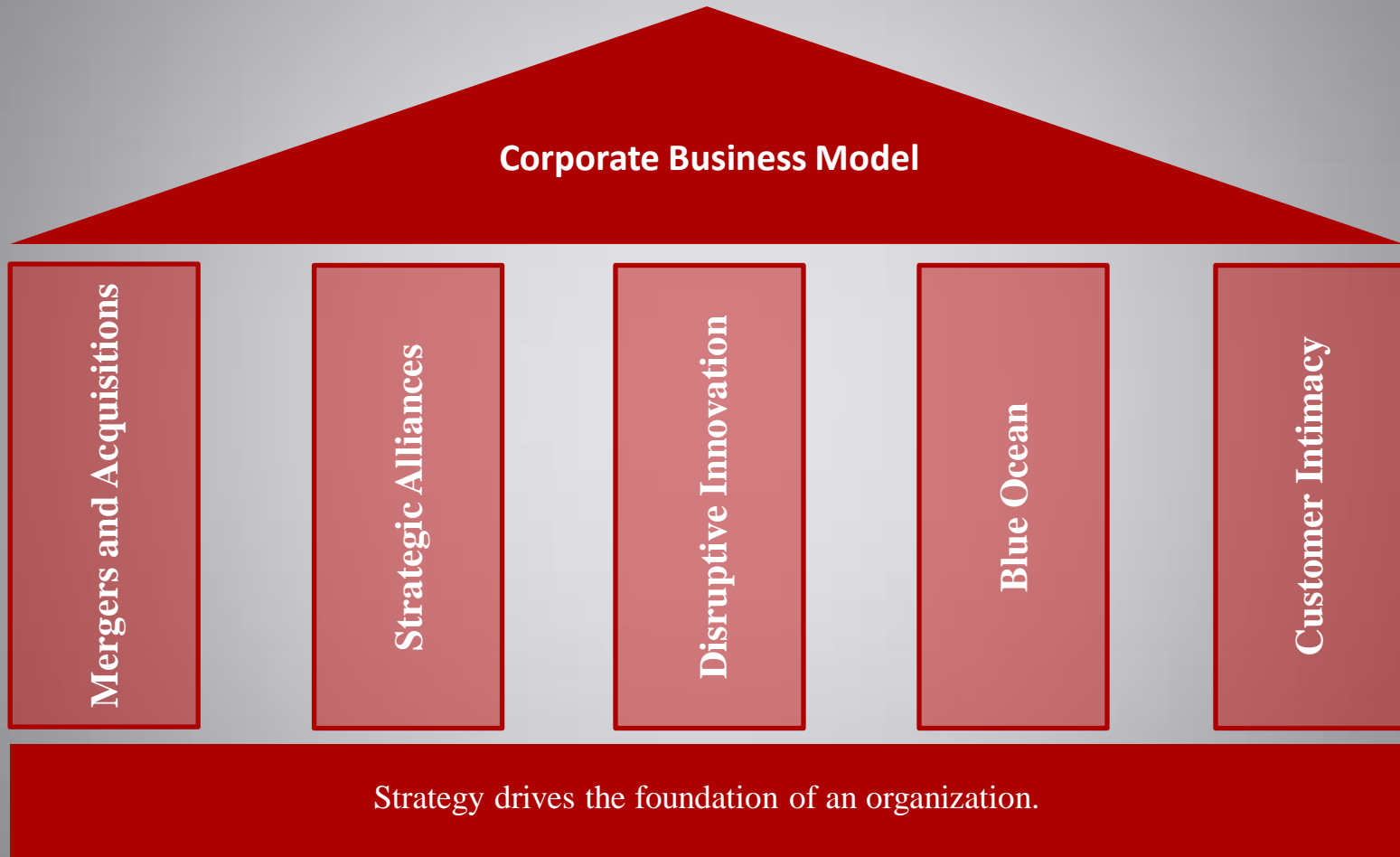
# The Great Recession and Beyond

**December 2007 – June 2009**

Year	US GDP	Global GDP
2008	-0.3	1.8
2009	-2.8	-1.7
2010	2.5	4.3
2011	1.6	3.11
2012	2.2	2.4
2013	1.7	2.5
2014	2.4	2.7
2015	2.6	2.7

World Bank, 2015

# The Five Pillars



# Mergers and Acquisitions

- Definition: The purchasing or joining of two or more organizations
- Transaction oriented
- Institute for Mergers, Acquisitions and Alliances 2016: 14,812 M&A deals in N.A.
- Fortune: \$104.2M

# Strategic Alliances

- Definition: A mutual-value relationship between two or more companies
- Strategic Alliances vs. Joint Ventures
- Recession Impact - Global
- 40% Success rate (Wharton, 2009)
- P&G: \$10B / 400 Products (Wharton, 2009)
- Tesla, Apple and Google

# Disruptive Innovation

- Definition: Entering a low-end market with a new model or approach
- Examples
  - 3D printing
  - IoT
  - IBM Watson
  - Autonomous Cars

# Blue Ocean Strategy

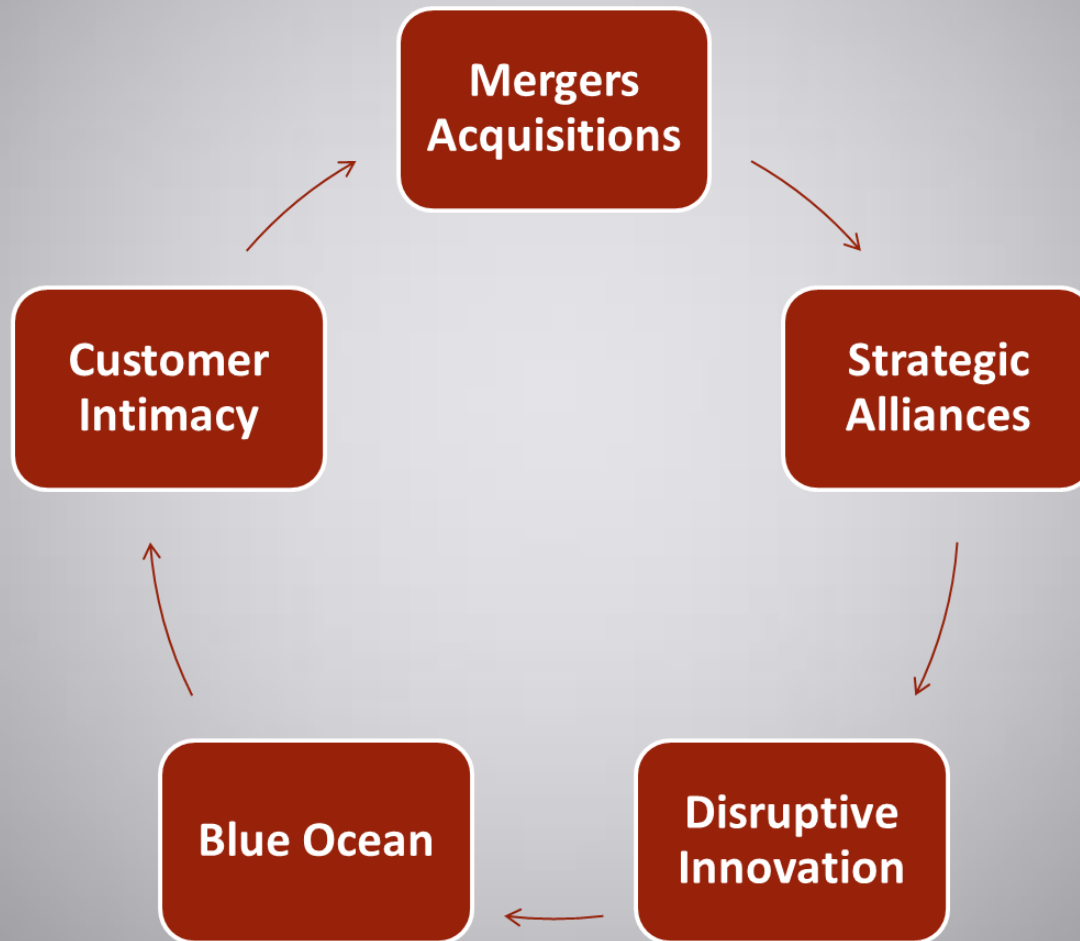
- Definition: Finding new customers where little or no competition exists
- Blockchain in healthcare
- Domino's
- Kinesis
- Drinking water

# Customer Intimacy

- Definition: Using VOC to intimately know your customer
  - Uber
  - Autonomous Cars
  - Fry's Foods
  - Amazon



# Summary



**What Strategy in the Future will Likely  
be of Importance**

**Operational Excellence**

# References

- *Gdp Growth Rate (annual %)*. (2015). Retrieved from <http://data.worldbank.org/indicator/NY.GDP.MKTP.KD.ZG>
- Knowledge @ Wharton. (2009). Can we innovate our way out of recession?. Retrieved from <https://www.forbes.com/2009/07/01/strategic-alliances-innovation-entrepreneurs-technology-wharton.html>
- *M&A Statistics*. (2016). Retrieved from <https://imaa-institute.org/mergers-and-acquisitions-statistics/>
- Shen, L. (2016). Here Are the 5 Biggest M&A Deals of 2016. Retrieved from <http://fortune.com/2016/12/28/mergers-and-acquisitions-donald-trump/>

# **Continue the Discussion**

**Scott Romeo**

**THE STRATEGY EXPERT®**

**[romeo@thestrategyexpert.com](mailto:romeo@thestrategyexpert.com)**