

So little pains do the vulgar take in the investigation of truth, accepting readily the first story that comes to hand.

-Thucydides

.....

Is Your Company Ready for a War-Game?

Tough Work Yields Outsized Benefits



by **Richard Wrona** on February 15th, 2017
Founder, So Little Pains Consulting
richard.wrona@solittlepains.com

War-gaming is a conscious step in a deliberate planning process that (a) stress-tests a company's strategy in a given market environment or (b) explores competitors' reactions to proposed initiatives in a bounded environment of your organization's choosing.

War-gaming is not for companies seeking a veneer of affirmation to justify a current course of action. War-games require a comprehensive plan to test, a detailed amount of preparation and planning, and – very importantly – executives invested in the war-game and willing to operationalize its findings and recommendations.

Ask yourself the following questions to determine whether your company is ready for a war-game, or whether one of So Little Pains' other strategy tools might be more appropriate for your needs.

Does your company have (a) a comprehensive, flexible strategy or (b) a particular plan that requires testing?

Does the company have a working forecast of the most probable future the company will face?

Has the company identified and prioritized its competitors?

Has the company segmented and prioritized its customers?

Has the company consciously determined in which markets it will not play?

Does the effort have an executive sponsor who will champion the war-game's findings and recommendations?

If you are missing some elements described above – most notably a thorough understanding of competitors and customers – the initial steps of war-gaming can help on the way to the game's full execution. However, entities lacking a strategy or plan would be best served by a more comprehensive effort that illuminates and confirms your organization's priorities, resources, and risk threshold. Likewise, a war-game's "truth to power" benefits can be lost if strong executives do not endorse and shepherd a game's outcome and recommendations.

Fortunately, So Little Pains offers the expertise and experience to make organizations successful at every step of their strategic journeys. War-gaming might not be the initial best step for your team, but SLP's subject-matter experts can help you get to the point at which a war-game's benefits will provide the distinct advantages being missed by your competitors.

So Little Pains Consulting, LLC

www.solittlepains.com

(571) 322-6561