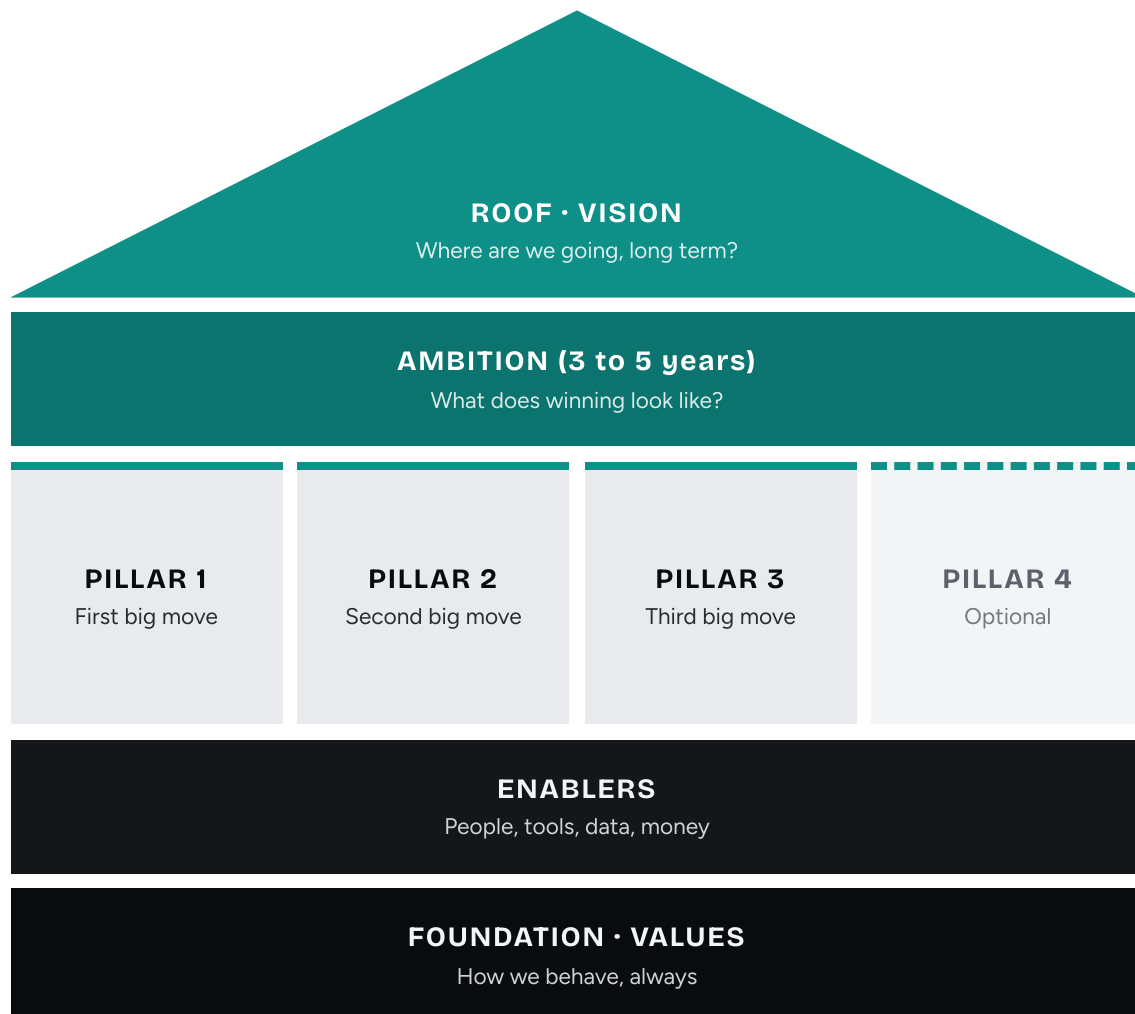


Strategic house

How to use it: Your whole strategy on one page. Fill it in from the roof down, then check it from the floor up: do your values and enablers really support the pillars, and do the pillars really get you to the roof? If a pillar doesn't hold anything up, knock it down. Print it. Stick it where your team can see it.

Worked examples use **"Northbound Oat Co." — a fictional oat-milk brand**. Not a real company.

The house at a glance



Fill it in

Level	Your answer	Guiding questions
Vision (roof)		Why does the brand exist? What changes in the world if you win? One sentence.
Ambition		What does success look like in 3 to 5 years? Make it concrete enough to check.
Pillar 1		What's the first big move that gets you there?
Pillar 2		What's the second?
Pillar 3		The third?
Pillar 4 (optional)		Only if you truly need it. Three is usually plenty.
Enablers		What must be in place to deliver the pillars: people, skills, systems, partners, cash?
Foundation (values)		3 to 4 behaviours you won't trade away, even under pressure.

Worked example (fictional)

Level	Northbound Oat Co. — fictional
Vision	Make plant-based milk people choose for taste, not just for ethics.
Ambition	Become the oat milk shoppers ask for by name in our home region.
Pillar 1 — Win at shelf	Strong listings, smart promos, displays at key moments.
Pillar 2 — Get it in mouths	Sampling in stores and cafés; taste does the selling.
Pillar 3 — Keep them coming back	Direct-to-consumer subscription and email that rewards repeat buyers.
Enablers	A reliable co-packer, clean sales data, a small and sharp team.
Foundation	Honest labels. Taste first. Treat retail partners like partners.

Quick check

- Does every pillar connect to the ambition?
- Could your team explain the house in one minute?
- Is anything in your Marketing Plan not linked to a pillar? Ask why it's there.

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Want a wingman to fill it in with you? Book your free intro call: cal.com/birdswingmen/free-intro-call