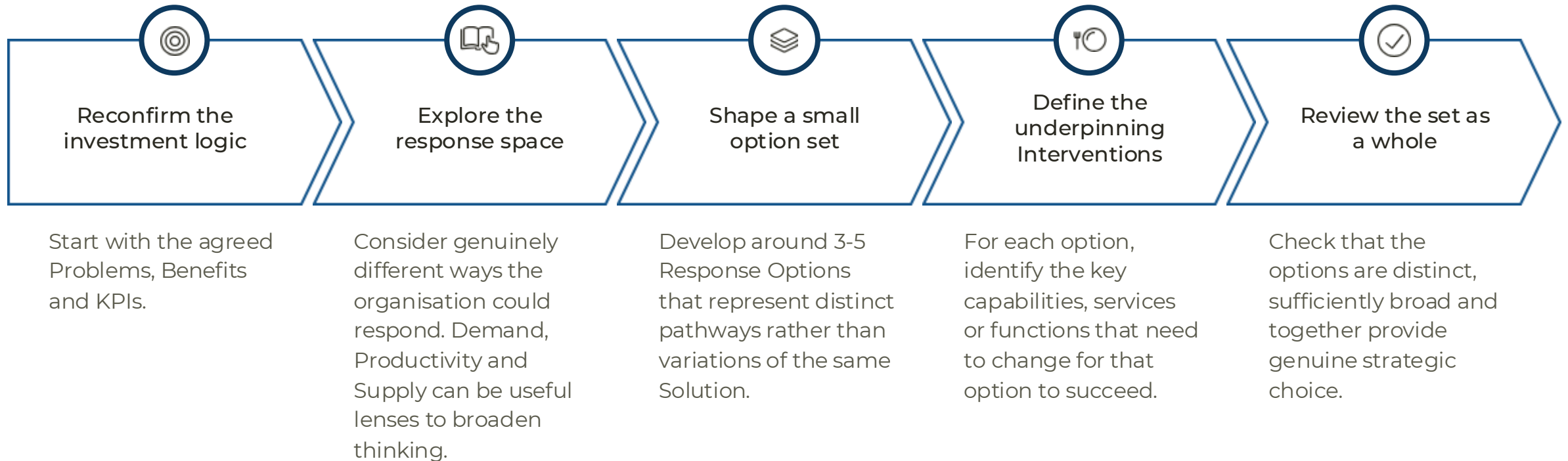


Developing and Testing Strategic Options

A practical guide to creating genuine strategic choice before moving into Solution Definition



A simple test: Could this Strategic Option be implemented through more than one possible Solution?