

How Dynamic Is Your Current Approach to Strategy?

As competitive boundaries shift and student preferences evolve, the traditional model of strategic planning that results in a static, 'sits on the shelf' document every five years is no longer sufficient. Instead, sophisticated leadership teams are pursuing a more active and market-responsive approach that EAB calls Dynamic Strategy.

With the right tools, processes, and leadership education, dynamic strategy is an attainable and transformational model for responding to evolving stakeholder expectations, market challenges, and competitor positioning. EAB offers a suite of facilitated activities, DIY resources, and 'get smart quick' primers to help you improve the rigour, reduce the effort, and amplify stakeholder buy-in of your strategic planning process.

Use this diagnostic to gauge the maturity level of your institution's strategy and strategy execution capabilities, then let EAB know at research@eab.com if you're ready to learn about how a Dynamic Strategy model can help drive more mature practices.

	Low	Medium	High
1. We evaluate multi-year enrolment and net tuition revenue forecasts based on regional, national, and international trends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. We understand how target student segments respond to different engagement drivers and claims about ROI	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. We compellingly and succinctly articulate differentiators from competitors—and ensure those differentiators remain true year over year	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. We know where to improve virtual learning and schedule flexibility to meet student expectations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. We know where and how to improve mental health and wellbeing services to meet new student and parent expectations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. We regularly assess the priority, number, and scope of strategic initiatives, reallocating funds from lower- to higher-impact activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Our resource allocation model generates adequate funds for strategic investment and incentivises units to advance institutional priorities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. We have defined 3–4 future market scenarios with explicit triggers defined for pivoting priorities, reallocating funds, and changing processes when scenarios shift	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>