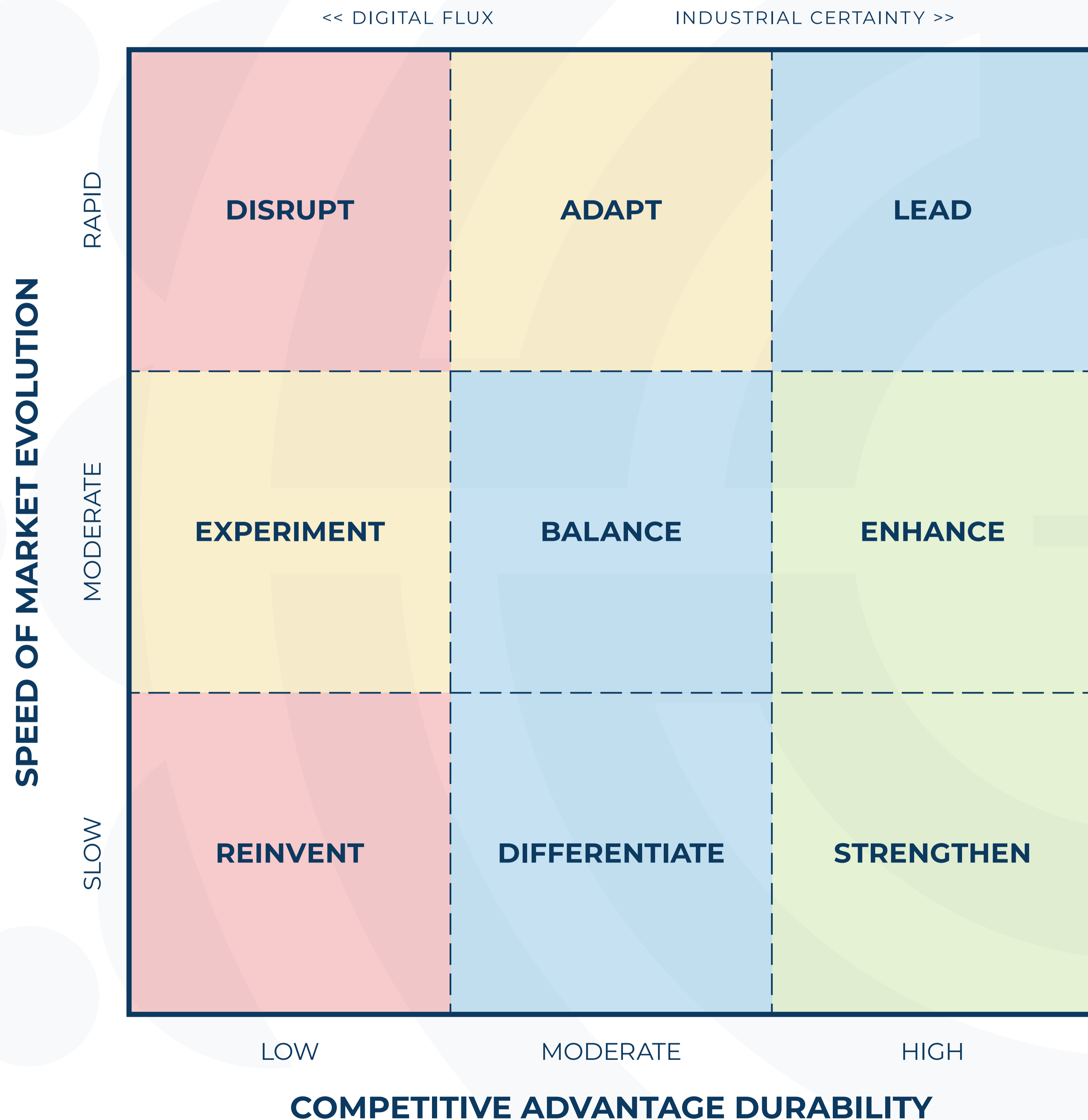




# RoundMap's 2D Strategic Agility Matrix



ROUNDMAP®



## ADVANTAGE ZONE

High Durability & Moderate Evolution (Middle-Left):

- **ENHANCE** - Companies are strong but need moderate vigilance and adaptation.

High Durability & Slow Evolution (Bottom-Left):

- **STRENGTHEN** - Companies are in a strong position with stable market conditions.

## VIGILANCE ZONE

High Durability & Rapid Evolution (Top-Left):

- **LEAD** - Dominant and leading market change, though fast-paced, requiring continuous innovation.

Moderate Durability & Moderate Evolution (Center):

- **BALANCE** - Need for a balanced strategic approach, with equal focus on defending and innovating.

Moderate Durability & Slow Evolution (Bottom-Center):

- **DIFFERENTIATE** - Companies should seek stronger differentiation to avoid commoditization.

## CAUTION ZONE

Moderate Durability & Rapid Evolution (Top-Center):

- **ADAPT** - Competitive position is at risk due to rapid market evolution, necessitating quick adaptation.

Low Durability & Moderate Evolution (Middle-Right):

- **EXPERIMENT** - Companies must find new advantages through experimentation in a shifting landscape.

## FRONTIER ZONE

Low Durability & Rapid Evolution (Top-Right):

- **DISRUPT** - Urgent and radical innovation needed to survive in a rapidly changing environment.

Low Durability & Slow Evolution (Bottom-Right):

- **REINVENT** - In a precarious position needing significant transformation to avoid becoming irrelevant.