

KPMG Agri bite



At KPMG our purpose is to fuel the prosperity of New Zealand, to achieve this we want to help our clients succeed by keeping them well informed.

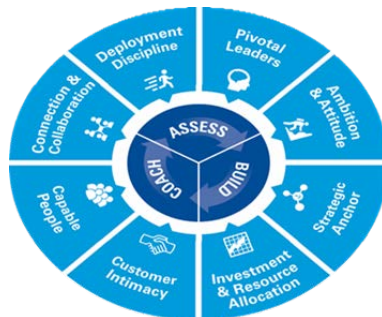
Last week we looked at ambition and attitude. To truly have direction for your ambition, you need to make sure that you have a strong strategic anchor. This creates stability and ‘anchors’ your business during volatility storms.



Strategic Anchor

- ✓ A single idea that has been there from day one and everything in the business is built around this idea.
- ✓ The anchor is never compromised, even as the business evolves and changes.
- ✓ It's distinctive and ‘not me too’. You do things that work for your business, not because the neighbour did it.
- ✓ Ensures the organisation is constantly looking to narrow and define its focus, culling systems and parts of the business that don't fit any more.
- ✓ There is a core meaningful purpose now and well into the future

Do you understand what your strategic anchor is?



[Click here if you would like help understanding your strategic anchor](#)



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