

## 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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