

Dave Edmondson

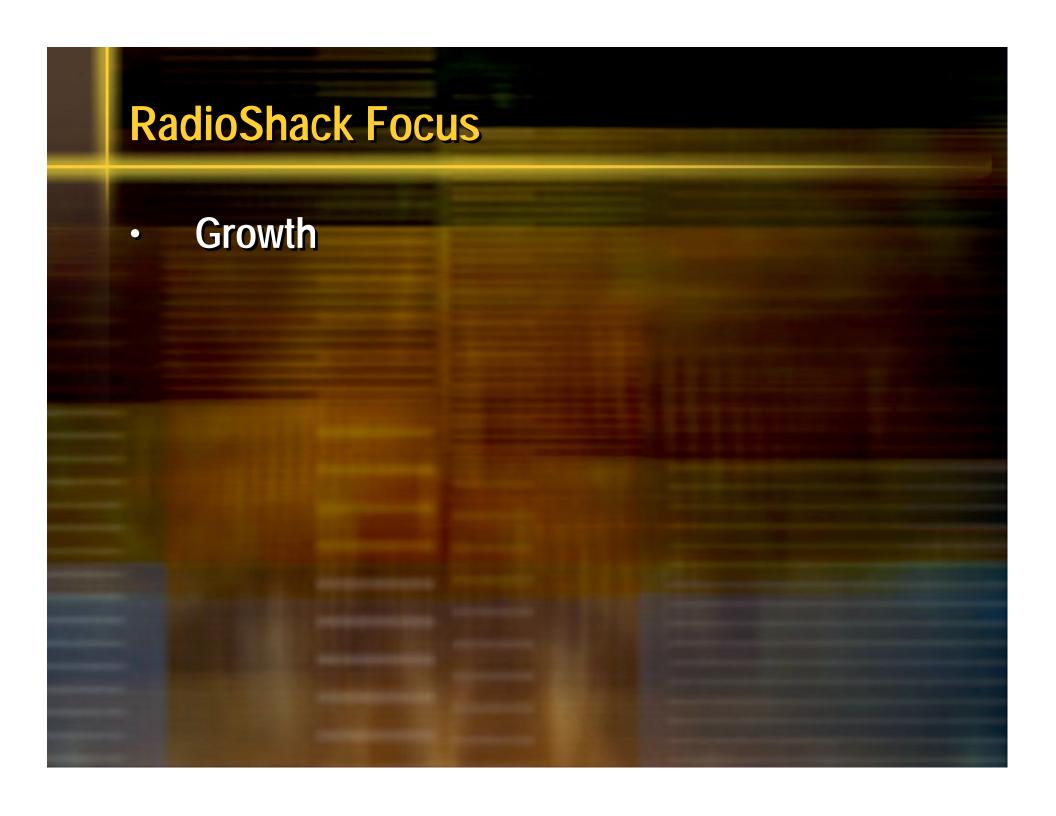
**President & Chief Operating Officer** 

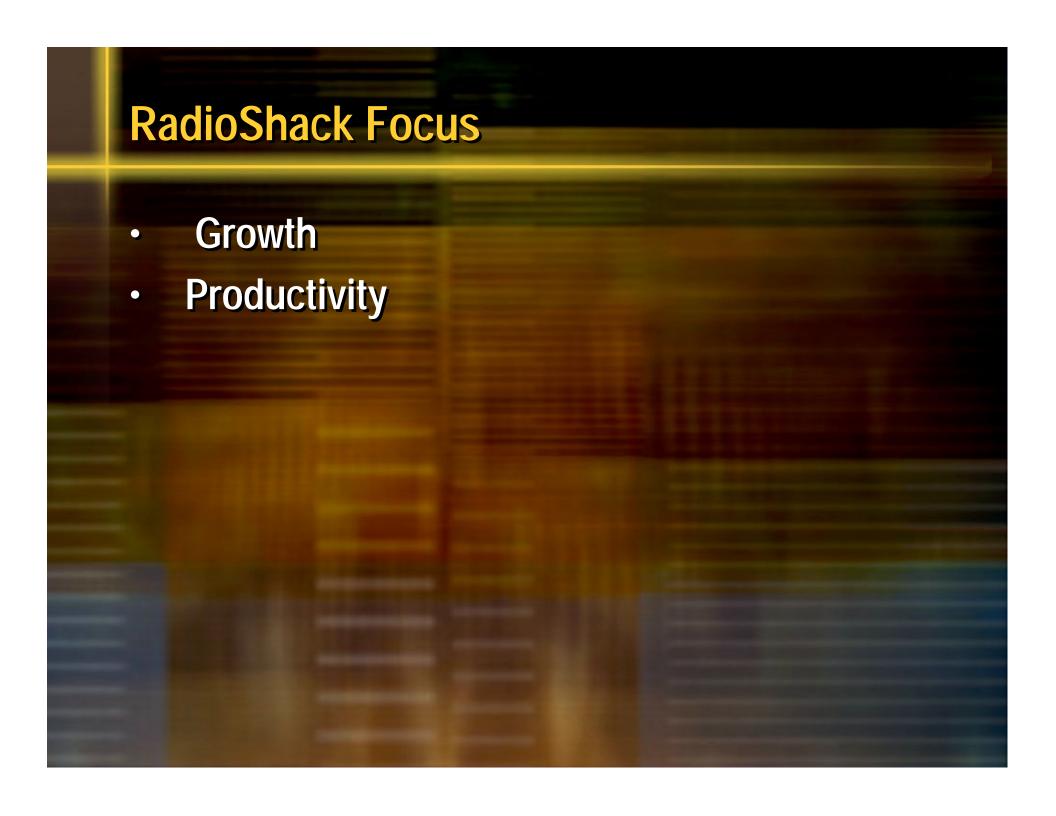
# When Companies Struggle **Economic Environment**





- Economic Environment
- Industry Specific
- Company Specific







## RadioShack Corporation Solutions Strategy

"To dominate cost – effective solutions to meet everyone's routine electronics needs, and families' distinct electronics wants."

Principles of the Strategy Focused Organization:

# **Translate The Strategy To Operational Terms**

#### THE STRATEGY



- Measurement is the language that gives clarity to vague concepts.
- Measurement is used to communicate, not to control.

#### **Financial Perspective**

"If we succeed, how will we look to our shareholders?"

## **Customer Perspective**

"To achieve our vision, how must we look to my customers?"

## **Internal Perspective**

"To satisfy our customers, at which processes much we excel?"

#### **Organization Learning**

"To achieve our vision, how must our organization learn and improve?"

# **Financial Strategy Map**

Increase Shareholder Value

Revenue Growth Strategy – Understand customer and market wants & needs, then differentiate and execute accordingly

Market distinct product and service solutions, target families, increase sales through new channels.

Productivity Growth Strategy – maximize the use of assets; integrate the business processes to reduce delivered cost

Demand & attain competitive levels of cost performance in every activity; maximize cash flow and asset productivity.

# **Customer Strategy Map**

Customer Value Proposition

Products / Services attributes (what we sell)

Image (how we sell)

Relationship (how customers feel)

Are creative, innovative and of high value and solve my wants and needs.

Knowledgeable, Convenient, Contemporary and Fun. Personal relationships based upon honesty, trust, helpfulness, and understanding of my individual wants and needs.

# **Internal Process Strategy Map**

Superior operational execution & efficiency

**Operations** 

Innovation

Customer Management

**Regulatory & Society** 

Improve productivity, asset management, delivery of product & services and become a cost leader.

Create innovative ways to timely deliver customer value and anticipate customer needs/wants.

Understand customer expectations, and attain superior service execution.

Anticipate regulatory requirements and be recognized as an outstanding corporate citizen.

# **Learning & Growth Strategy Map**

A capable, motivated, and technology enabled workforce

#### Competencies

Promote management, functional and leadership excellence; solution & product knowledge; and, customer relation skills

#### **Technology**

Implement technologies that enable processes, provide customer intelligence and performance management information

#### Climate for Action

Foster a customer centric, learning and action oriented culture throughout the firm.

