Claude Skills for Strategy

Cheat sheet: 29 Claude skills to set a strategy and run it every week. Start with **00-plan-your-strategy-route**.

The 7 stages: each layer answers to the one above

1 · Purpose
- 01 Core purpose and mission
- 02 Values that bite
- 03 The vivid vision

2 · Diagnosis
- 04 Facts base
- 05 Find the crux
- 06 Bad-strategy check
- 07 Peanut-butter test

3 · Bets
- 08 Strategic options
- 09 What would have to be true
- 10 Pre-mortem
- 11 1–3 bets and a stop list
- 12 The one-page strategy

4 · Goals and measures
- 13 Three-year goals
- 14 Bets → OKRs
- 15 Lead measures
- 16 Strategy scorecard

5 · Initiatives
- 17 Bets → initiatives
- 18 Move the money
- 19 Catchball round
- 20 Cross-team commitments

6 · Run it
- 21 Owners and deadlines
- 22 Weekly check-in
- 23 Monthly strategy review
- 24 Explain it to everyone
- 25 Quarterly reset

7 · Board
- 26 Board strategy session
- 27 Board strategy report
- 28 Director oversight questions

Which skill do I need?

If you're thinking…	Use	If you're thinking…	Use
"Is our mission any good?"	01	"How do we know it's working?"	15, 16
"Is this even a strategy?"	05, 06	"Who's doing what by when?"	21
"Why are we so spread out?"	07	"The plan fades after the offsite."	22, 23
"We have eleven priorities."	11	"Does anyone know our priorities?"	24
"What should we stop doing?"	07, 11, 18	"What do we show the board?"	26, 27
"Do the whole thing in order."	00	"What should I ask as a director?"	28

Is it a strategy? Four tests

1. **It names the problem.** "Grow 20%" is a goal, not a strategy.
2. **It makes choices.** 1–3 bets, each with something you'll stop.
3. **The money follows.** No budget, people or time means no bet.
4. **People can repeat it.** Ask your managers to name the priorities.

3 prompts to copy

> *"Use 00-plan-your-strategy-route. Our offsite is in four weeks and our plan has eleven priorities."*

> *"Use 06-run-the-bad-strategy-check on our current strategic plan. Be blunt."*

> *"Use 22-run-the-weekly-check-in with this week's scoreboard and last week's commitments."*

The rhythm

Weekly	30-minute check-in: last week's promises, the scoreboard, next week's promises.
Monthly	Strategy review, kept apart from the operations meeting.
Quarterly	Reset: keep, change or kill each bet. Report to the board.
Yearly	Is the strategy still right? Board strategy session.

Install and rules

1. **claude.ai:** turn on code execution, then **Customize** → **Skills** → **+** → **Upload a skill** with a zip from **zips**.
2. Never invents a fact or a number. Gaps show as [needs data].
3. Every measure has a baseline, a target, a source and an owner.
4. Every action has an owner and a date.