

# The racing car model of strategic development

	<b>Stage</b>	<b><i>For a racing car</i></b>	<b><i>...and for a business</i></b>
<b>1</b>	<b>Mobilisation</b>	Design	New line of business being established
<b>2</b>	<b>Establishment</b>	Test bed	Business established; structure and broad controls in place.
<b>3</b>	<b>Performance development</b>	Test driving	Fine tuning systems and processes
<b>4</b>	<b>Competitive advantage</b>	Winning races	Performance development with reference to external benchmarks

There are different priorities and activities needed at each stage. First, where are you in this evolution?