



Strategic Coherence Matrix

Test whether your strategic choices reinforce or contradict each other.

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What Is the Strategic Coherence Matrix?

A cross-check tool that evaluates every pair of strategic choices for reinforcement, neutrality, or conflict.

Good strategy is not a list of smart individual decisions. It is a system of choices that lock together, where each decision makes the others stronger.

This worksheet helps you spot hidden contradictions before they fracture execution.

Scoring

+1

Reinforcing

Choices strengthen each other

0

Neutral

No meaningful interaction

-1

Conflicting

Choices create tension

Step 1: List Your Strategic Choices Example

Write each choice as "X over Y" where both X and Y are viable strategies.

#	We Choose	Over	Key Advantage	Accepted Weakness
1	e.g. Cohesive all-in-one UX	Extensible ecosystem	Designed experience earns delight	We own all feature breadth
2	e.g. Simple UX	Powerful capability	Short time to value	Lose complex workflow deals
3				
4				
5				
6				
7				
8				

Step 1: List Your Strategic Choices

Write each choice as "X over Y" where both X and Y are viable strategies.

#	We Choose	Over	Key Advantage	Accepted Weakness
1				
2				
3				
4				
5				
6				
7				
8				

Step 2: Score Every Pair

For each pair, enter +1 (reinforcing), 0 (neutral), or -1 (conflicting) in the white cells.

	Choice 1	Choice 2	Choice 3	Choice 4	Choice 5	Choice 6
Choice 1						
Choice 2						
Choice 3						
Choice 4						
Choice 5						
Choice 6						

Fill the white cells above the diagonal. Mirror scores below if needed.
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Step 3: Interpret and Act

Total Reinforcing (+1)



Total Neutral (0)



Total Conflicting (-1)



Coherence Score (sum)



Resolve Conflicts

Introduce a bridging choice

Add a third choice that turns the conflict into a reinforcement loop.

Remove one choice

If two choices conflict, one may not belong in your bundle.

Accept the tension

Document it. Manage it actively. Do not let it stay hidden.

The best strategy is not the one with the smartest individual choices. It is the one where every choice makes the others stronger.