Strategy Type	How Aligned Is Your Geospatial Strategy?	
	☑ **Aligned**	☒ **Not Aligned**
Organization Strategy Defines the vision, competitive position, and strategic priorities of the organization	The chosen mix of geospatial technology, services, processes, and expertise forms a cohesive capability that reinforces the organization's strategy.	The geospatial strategy fails to support major strategic priorities or is disconnected from the organization's overall vision.
IT Strategy Defines the information-based technology, data services, and human resources deployed by an organization to support and enable the overall strategy	Geospatial technology investments integrate with the broader IT environment and respect the principles and standards set forth by the IT strategy.	Geospatial technology decisions conflict with established IT standards and principles, leading to integration risks and increased maintenance burden.
Business Unit Strategy The business unit strategy defines the scope and competitive approach for a specific department or line of business. Ideally it aligns with and aggregates up to the organization strategy level	Geospatial systems implemented at the business unit level support the business unit's needs while respecting broader platform and capability decisions made at the organization and IT levels for the purpose of scale benefits, knowledge sharing, and effective governance.	The geospatial strategy fails to support specific business unit priorities or fails to align with organization-wide geospatial principles and systems without sufficient business justification.
Data Strategy Defines the scope and approach to collecting, storing, managing, using, and sharing an organization's information assets	Practices for handling geospatial records, imagery, and maps respect principles defined under the organization's overall data strategy.	The geospatial strategy introduces practices or standards for geospatial data handling that conflict with defining tenets of the corporate data strategy.
Analytics Strategy Defines the scope and approach to deriving business insights from an organization's information assets to support better decision-making	Geospatial context is brought to bear on the full spectrum of descriptive, diagnostic, predictive, and prescriptive analytics questions posed by the organization.	The geospatial strategy fails to create adequate data or systems functionality to deliver the geospatial context required of key analytics workflows.
Digital Transformation Strategy Defines the approach to digitalizing an organization's products and services, customer experience, and core operations	Digital products, services, and experiences introduced through the transformation strategy are enhanced through geospatial context and intelligence.	The geospatial strategy fails to integrate with the organization's key digital initiatives, resulting in digital innovations that miss out on the value of spatial awareness.
Workforce Strategy Defines how an organization attracts, recruits, integrates, and retains people with the right mix of skills and competencies to deliver on an organization's mission and strategy	Gaps in geospatial literacy and skills requirements are identified and an approach to sourcing and developing geospatial talent is integrated with the overall workforce strategy.	The geospatial strategy fails to establish specific recruiting, staffing, and professional development practices needed to address geospatial literacy gaps.