

VRIO ANALYSIS FOR STRATEGIC PLANNING

1



Identify Resources and Capabilities

List the resources and capabilities

Financial

Material

Human

Non-Material

2



Conduct a VRIO Analysis

Use the four VRIO questions to evaluate the resources/capabilities

Valueable

✗ No

✓ Yes

Rare

✗ No

✓ Yes

Inimitable

✗ No

✓ Yes

Organized

✗ No

✓ Yes

Is there the **potential to improve** resources/capabilities with a „No“ answer?

✗ No

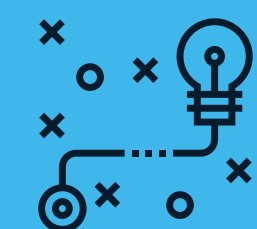
✓ Yes

Plan to **get back** to the resource/capability when the conditions change

Can we **maintain/improve** the resource/capabilities?

✓ Yes

3



Create a Strategy Map

Use the most promising resources/capabilities to formulate a strategic hypothesis