



THE STRATEGIC ABSTENTION LEDGER

Purpose

To explicitly document what initiatives, markets, or approaches your organisation is deliberately choosing NOT to pursue, and the rationale behind these decisions.

When to Use

- During strategic planning processes
- When evaluating new opportunities
- When conducting portfolio reviews
- When competitors make significant moves

Abstention Categories

- Market: Geographic or customer segments deliberately not pursued
- Product: Product categories or features deliberately not developed
- Channel: Distribution methods deliberately not utilized
- Business Model: Revenue or operational approaches deliberately avoided
- Technology: Technologies deliberately not adopted or developed

What We Are NOT Doing	Rationale	Conditions for Reconsideration	Last Review	Next Review
<i>EXAMPLE: Developing consumer wearables</i>	<i>Outside core competency. Would divert resources from higher-margin hospital equipment</i>	<i>If healthcare reimbursement models shift to preventative care; if strategic partner emerges</i>	<i>January 20-</i>	<i>September 20-</i>

Template for Your Organization

Step 1: Identify Potential Abstentions

- List opportunities your organization could pursue but is choosing not to.

Step 2: Complete the Strategic Abstention Ledger

Step 3: Communicate Abstentions

- Ensure key stakeholders understand both what you're doing AND what you're deliberately not doing.

Step 4: Schedule Regular Reviews

- Set specific dates to revisit abstention decisions.