



The Strategy Book: How To Think And Act Strategically To Deliver Outstanding Results

How To Think And Act Strategically To Deliver Outstanding Results

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Details

Strategy is about shaping the future. Thinking strategically is what separates good managers and great leaders. Learn the fundamentals about how to create winning strategy and lead your team to deliver it. From understanding what strategy can do for you, through to creating a strategy and engaging others with strategy, this book offers practical guidance and expert tips. It is peppered with punchy, memorable examples from real leaders winning (and losing) with real world strategies. Strategy is simple, but simple is complex.

Whats new? The Speed Strategy edition includes tips, techniques and tactics for using Mckeowns One-Page Speed Strategy. From running a strategy meeting to creating a strategy process, developing a culture of strategic thinkers and everything in between, it will help you to create real-world strategies that deliver outstanding results.

The Strategy Book will help any manager, regardless of experience, to better develop their inner strategic potential for outstanding results in our ever-changing world.

People who wanted to shape the future have created our present. With over 7 billion fellow humans sharing our planet, things are not going to slow down or get simpler. At the heart of strategy is the mind of the individual strategist, and by nurturing your ability to see the big picture you can get better at adapting successfully. You can get better at shaping events to get to somewhere better. Using available means to desirable ends.

Expectations keep shifting, new competitors keep appearing, rules change and then change again, technologies disrupt and then politics shake up the nature of the landscape in which you compete, work and live. Being more strategic is about

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outthinking both competitors and limitations.

Strategy is not a solo sport. The Strategy Book focuses on how you can create powerful strategies with other people to deliver success together in a competitive world. It answers the following questions:

- What do we know about strategy?
- What can creative strategy do for you?
- How can you create winning strategies?
- How to think and act strategically?
- How can you engage people with strategy?
- How do you avoid pitfalls and screw-ups?

It can be read as a whole, or you can dip into the easy-to-read, bite-size sections as and when you need to deal with a particular issue. The structure has been specially designed to make sections quick and easy to use you'll find yourself referring to them again and again.