

THE SECRET POWERS OF **STRATEGYMAN** #1



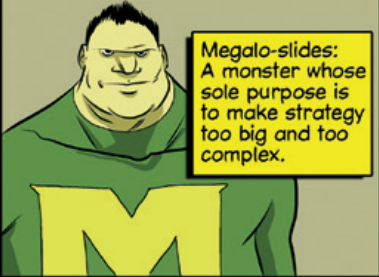
BY RICH HORWATH

Welcome to
Companyville
Where We Strive to be the Best

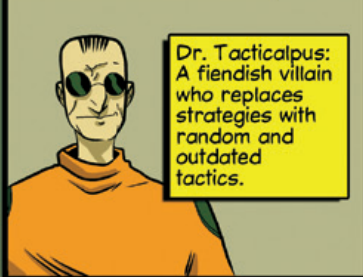
Night falls in Companyville.

Workaholics?
Or something
sinister?

The three greatest business villains the world has ever known.



Megalo-slides:
A monster whose
sole purpose is
to make strategy
too big and too
complex.

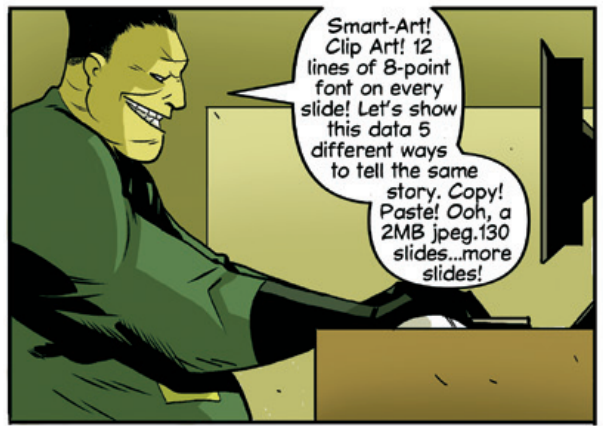


Dr. Tacticalpus:
A fiendish villain
who replaces
strategies with
random and
outdated
tactics.



The Same:
A featureless
creature who turns
unique strategies
into copycat
"me-too"
approaches.













You may have won this time, Strategyman!



But we'll convene an all-hands off-site meeting, use our intellectual bandwidth to create a consensus-driven mission, leverage synergies and outsource your @#&% to China!

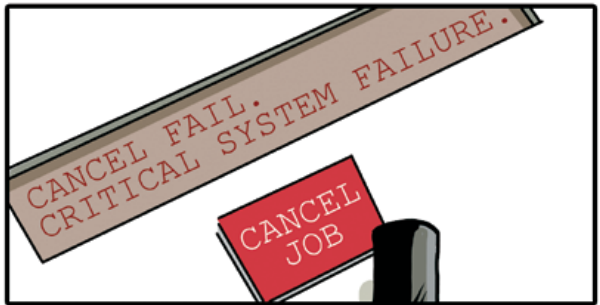


So many companies. So little strategy. But the fight must go on!



1. At the heart of business strategy is:

- A. The intelligent allocation of limited resources.
- B. Distributing resources across all potential growth opportunities.
- C. Working to be better and faster than the competition.



2. Successful business strategy is about:

- A. Being better than the competition.
- B. Having the "right people on the bus."
- C. Providing differentiated value.

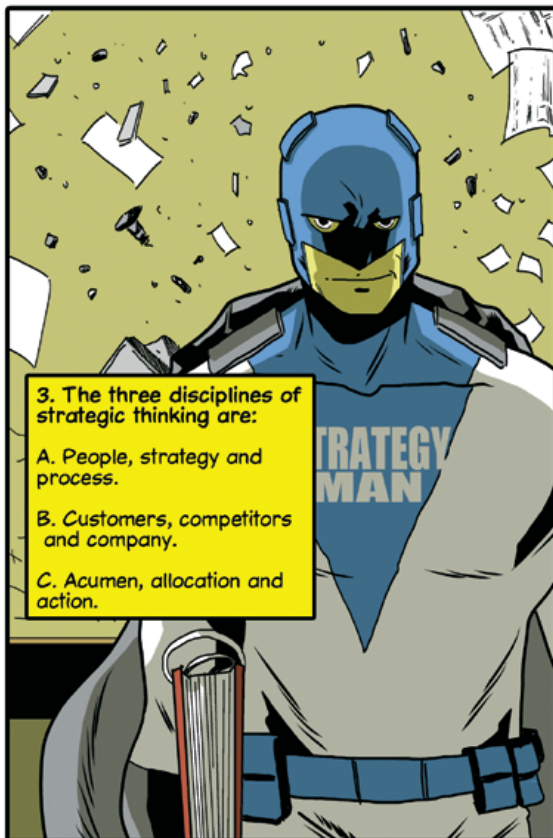


3. The three disciplines of strategic thinking are:

- A. People, strategy and process.
- B. Customers, competitors and company.
- C. Acumen, allocation and action.

4. A goal is:

- A. The current purpose of the organization.
- B. The general outcome you're trying to achieve.
- C. The specific outcome you're trying to achieve.



5. An objective is:

- A. The specific outcome you're trying to achieve.
- B. The future purpose of the organization.
- C. The general outcome you're trying to achieve.



6. Goals and objectives represent:

- A. How you will achieve your mission and vision.
- B. What you are trying to achieve.
- C. The tactical means of achieving business success.



7. Strategy and tactics represent:

- A. How you will achieve your goals and objectives.
- B. Long and short term goals.
- C. A balanced scorecard indicating business performance.



8. Strategic thinking can be defined as:

- A. An annual process for creating a strategic plan.
- B. The ability to generate business insights on a continual basis.
- C. Using SWOT Analysis to identify opportunities and threats.



9. Effective strategy depends just as much on:

- A. Tactics as it does goals and objectives.
- B. The economy as it does on your core competencies.
- C. What you choose *not* to do as it does on what you choose to do.



10. Good strategy requires managers to:

- A. Not be all things to all people.
- B. Serve as many customers as possible.
- C. Develop an exit strategy for the business.



So how many do you think you had right?

How many do you think the rest of the folks you work with would have had right?



The first step in developing great strategic initiatives is developing great strategists.



Look, up in the office!



It's an employee!

It's an associate!

It's Strategyman!



"Strategic thinking is the most valued skill in leaders today."
-Wall Street Journal

ARE YOUR MANAGERS STRATEGIC?

WHICH OF THESE CHALLENGES IS YOUR GROUP FACING?

"We don't have a competitive advantage."

"We don't have profitable growth."

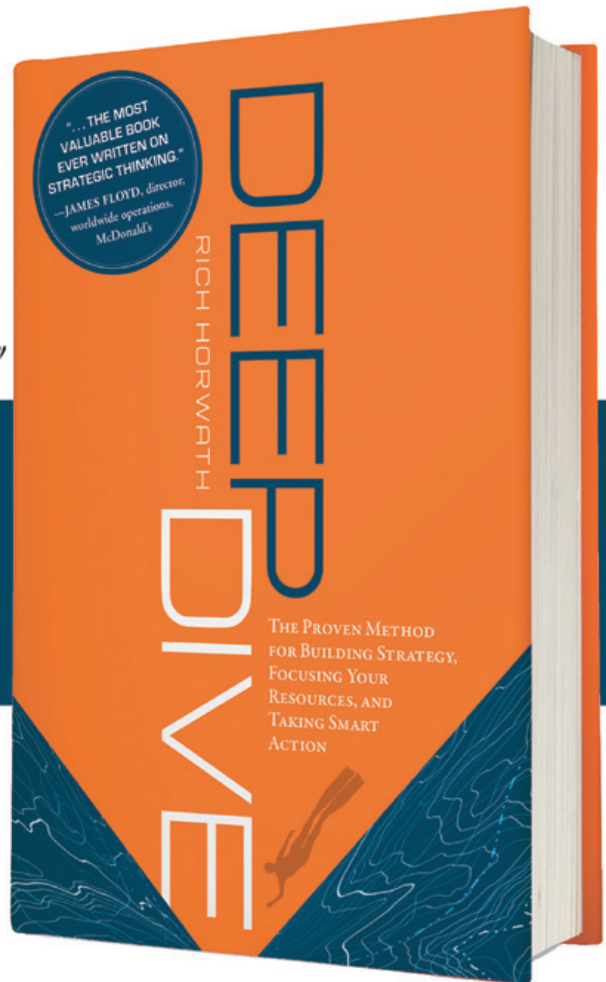
"We don't have a common understanding of strategy."

Deep Dive can help your managers move from tactical to strategic by mastering the three disciplines of strategic thinking: ACUMEN, ALLOCATION and ACTION. With 50% of bankruptcies caused by bad strategy, today more than ever, you need to be strategic or be gone.

DEEP DIVE

"... the most valuable book ever written on strategic thinking."

James Floyd, director,
worldwide operations, McDonald's



RICH HORWATH author of
Deep Dive: The Proven Method for Building Strategy
#1 ranked speaker on strategic thinking (SHS)
As seen on NBC, WGN, and FOX TV

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into true strategic leaders!