

The Strategist: Be The Leader Your Business Needs

Two world-renowned strategists detail the seven leadership imperatives for transforming companies in the new digital era. Digital transformation is critical. But winning in today's world requires more than digitization. It requires understanding that the nature of competitive advantage has shifted—and that being digital is not enough. In Beyond Digital, Paul Leinwand and Matt Mani from Strategy&PwC's global strategy consulting business, take readers inside twelve companies and how they have navigated through this monumental shift: from Philip's revention from a broad conglomerate to a focused health technology player, to Cleveland Clinic's engagement with its broader ecosystem to improve and expand its leading patient care to more locations around the world, to Microsoft's overhaul of its global commercial business to drive customer outcomes. Other case studies include Adobe, Citigroup, Eli Lilly, Hitachi, Honeywell, Inditex, Komatsu, STC Pay, and Titan. Building on a major new body of research, the authors identify the seven imperatives that leaders must follow as the digital age continues to evolve: Reimagine your company's place in the world Embrace and create value via ecosystems Build a system of privileged insights with your customers Make your organization outcome-oriented Invert the focus of your leadership team Reinvent the social contract with your people Disrupt your own leadership approach Together, these seven imperatives comprise a playbook for how leaders can define a bolder purpose and transform their organizations.

Having served in the SAS for more than 20 years, Floyd Woodrow, MBE, DCM has achieved at the very highest levels. This book uses Floyd's deeply practical, innovative and highly sought-after teachings to show how each of us can unlock both the warrior and the strategist within. Through invaluable lessons drawing on Floyd's own experience, you will learn to harness your discipline and ability to fight for what you believe (the Warrior) while developing the analytical mindset to plan, deliver and communicate the important milestones in line with your objectives (the Strategist).

Do people drive you nuts? Are silos and turf wars challenging the culture? Wondering if it ever gets any easier? The toughest - and best - part of leadership is the people. But let 's face it, people dynamics can be tricky. Solutions are within. People Stuff is your map to the complex territory of human behaviour and leadership strategies. People Stuff goes well beyond frustrating ' personality clashes ' to uncover the dynamics of human interactions at work. You ' ll clarify how you see yourself, your people and your organisation to avoid ineffective superficial solutions to complex problems. Perspective is power. In order to create positive and lasting change, we need to dive below the surface and see the patterns and systems that are creating the issues in the first place. People Stuff offers intuitive maps and frameworks to develop your practice of perspective. You ' ll be able to see more and lead better. When we change the way we look at things, the things we look at don ' t change. WE do. How we see ourselves affects how effective we are as leaders. By using a combination of the five key leadership archetypes - the Elder, Pioneer, Guardian, Warrior, and Diplomat - you ' ll be able to meet the current business challenges with the right approach for maximum influence. Personalities aren ' t the problem, systems are. When the Four Devils appear in the workplace, it ' s tempting to give up on them as character flaws. With the Four Devils map, you ' ll be able to pinpoint the symptoms and causes of the toughest people challenges, and implement effective long-term solutions. If you ' re a leader who ' s called to make an impact, then People Stuff will give you the perspective tools to see issues before they escalate. You ' ll also be able to anticipate positive ripples so you can truly lead with compassion and wisdom.

The literature of ideas. When author Pamela Sargent used those words to describe science fiction in 1975, the genre had exploded into the literary mainstream. As a literature of ideas, science fiction has proven to be a powerful metaphor for the world around us, offering a rich tapestry of imagination through which to explore how we lead, how we think, and how we interact. To Boldly Go assembles more than thirty writers from around the world—experts in leadership and strategy, senior policy advisors and analysts, professional educators and innovators, experienced storytellers, and ground-level military leaders—to help us better understand ourselves through the lens of science fiction. Each chapter of To Boldly Go draws out the lessons that we can learn from science fiction, and offers classic examples of the genre in ways that are equally reliable and entertaining. A chapter on the burdens of leadership by Ghost Fleet author August Cole launches readers into the cosmos with Captain Avatar aboard the space battleship Yamato. In another chapter, the climactic Battle of the Mutara Nebula from The Wrath of Khan weighs the advantages of experience over intelligence in the pursuit of strategy. What does inter-species conflict in science fiction tell us about our perspectives on social Darwinism? Whether using Star Trek, Deep Space Nine to explore the nuances of maritime strategy or The Expanse to better understand the threat posed by depleted natural resources, To Boldly Go provides thoughtful essays on relevant subjects that will appeal to business leaders, military professionals, and fans of science fiction alike.

How to Invest in People and Make Culture Your Competitive Advantage

How Leaders Shape the Future by Overcoming Fatal Human Flaws

To Boldly Go

How the Best Leaders Make Everyone Smarter

The Art of the Strategist

The Strategist

How Leaders Become Strategists

Learn to unlock the potential of your employees and colleagues with this definitive resource for people management People Strategy: How to Invest in People and Make Culture Your Competitive Advantage provides readers with a powerful framework in which to develop high-performing teams, increase employee motivation, and use data to build an inviting and effective company culture. Author Jack Altman, cofounder and CEO of Lattice, an award-winning HR and performance management platform, shows you how to: Establish the values that will form the bedrock of your organization Develop feedback processes that help employees feel heard, supported, and equipped to succeed Monitor the breadth and depth of employee engagement in your company Use the data and insights created by your People Strategy to drive business results Perfect for executives, managers, and human resource professionals, People Strategy also belongs on the bookshelves of anyone with even an interest in how to develop, nurture, and unlock the potential of their employees and colleagues.

If you had the opportunity to probe the future, make strategic choices, and view their consequences before making expensive and ir retrievable decisions, wouldn't you take advantage of it? Of course you would. And in a world of asymmetrical conflict, security threats, intense global competition, and economic uncertainty, there is an even higher premium on road-testing plans and strategies--whether they're spearheaded by government organizations, transnational corporations, or emerging megacompanies. Wargaming for Leaders provides a methodology to get at the issues that one leader, no matter how visionary, cannot grasp on his or her own. How? By bringing together the real experts on the topic at hand to wage "cognitive warfare." Through tapping the collective wisdom surrounding an issue, experts can experience the future in a risk-free environment and find answers to questions that had not been on their radar--often with unexpected and startling results. With examples from the fields of military, corporate, and public policy, three wargaming developers from Booz Allen Hamilton deliver compelling insights on this problem-solving method, including fascinating details on how a large equipment manufacturer determined whether making a merger was strategically right for its business growth, as well as which technology investments it needed to drop A four-star U.S. general tested his war plan for Iraq and uncovered specific fixes that might have prevented a prolonged conflict An increasingly clogged air-traffic system faced a security-versus-convenience issue determined whether military airspace could be used during peak demand periods Wargaming allows organizations of every type and every size to organize information, plot out scenarios, and tap into the collective expertise of participants. The results allow everyone to identify and tackle obstacles, solve problems, and find new ways to innovate and further performance goals. Get ready for the battle of your organizational life--and prepare to reap the spoils of victory.

Recognize, develop, and embody great leadership Seven Disciplines of A Leader is a comprehensive manual for building better leaders. Author and executive coach Jeff Wolf is a respected authority on leadership, and his strategies and inspiration have fostered dramatic growth in some of the nation's top companies. In this book, he shares the secrets of great leadership to help readers align professional development and exemplify these traits themselves. Each of the Disciplines is valuable on its own, but together they add up to more than a sum of their parts, and work synergistically to propel leaders to higher and higher effectiveness and companies to better and better business. From initiative, to planning, to community service, readers will gain deep insight into what separates the good from the great, and how organizations can nurture these qualities in their employees with leadership potential. A good leader gets results, but a great leader inspires every single member of the team to reach their utmost potential every single time. A great leader makes everyone shine, and provides the vision, the tools, and the support people need to do their very best work. This book describes how it's done, and how greatness can be learned. Discover the traits that make leaders great Align leadership development training to maximize potential Foster the right attitudes and behaviors for better outcomes Build a culture of sustainable success that permeates the organization Individual achievement is great, but fostering a culture of achievement sends business into the future on an upward trajectory. It's more than just a single inspired employee; it's about recognizing the signs of potential leadership and nurturing them to fruition throughout the organization. Seven Disciplines of A Leader is the field guide to great leadership.

Explore a new and effective method for seizing opportunity in the face of uncertainty In Provoke: How Leaders Shape the Future by Overcoming Fatal Human Flaws, renowned strategy consultants and best-selling authors Geoff Tuff and Steven Goldbach deliver an insightful exploration of how people tend to act tentatively in the face of uncertainty and provide the tools we need to do things differently. Tuff and Goldbach offer up a compelling argument for the proposition that taking a "wait and see" approach is the exact opposite of what helps visionary leaders change the world. Drawing on principles from business and behavioral economics, the book shows readers from all walks of life how to provoke action as a mechanism to advance. In this book you 'll discover: An overview of the assortment of cognitive biases which tend to restrain and distort leadership decision making in the face of uncertainty How to recognize the 'phase change' that occurs when an uncertainty resolves from being a question of "if" to being a matter of "when" Five different models of provocation which can be used alone or in combination to anticipate, drive through and exit that phase change in a way that creates the future you desire How true "provocateurs" shake the foundations of their industries, firms, sectors, and governments by overcoming their need for certainty before action Perfect for leaders or aspiring leaders in all walks of life where uncertainty abounds—which is to say, almost everywhere —Provoke will become your go-to guide to overcoming those natural human instincts that keep us frozen in place and prevent us from seizing our opportunities.

The Sports Strategist

Your Role in Your Organization's Enduring Success

Wargaming for Leaders: Strategic Decision Making from the Battlefield to the Boardroom

Playing to Win

The Leadership Code

Putting Leadership Back Into Strategy

Brent Scowcroft and the Call of National Security

In his much-anticipated memoir, The Company I Keep: My Life in Beauty, Chairman Emeritus and former CEO of The Estée Lauder Companies Leonard A. Lauder shares the business and life lessons he learned as well as the adventures he had while helping transform the mom-and-pop business his mother founded in 1946 in the family kitchen into the beloved brand and ultimately into the iconic global brand it is today. In its infancy in the 1940s and 50s, the company comprised a handful of products, sold under a single brand in just a few prestigious department stores across the United States. Today, The Estée Lauder Companies constitutes one of the world's leading manufacturers and marketers of prestige skin care, makeup, fragrance and hair care products. It comprises more than 25 brands, with countries and territories. This growth and success was led by Leonard A. Lauder, Estée Lauder's oldest son, who envisioned and effected this expansion during a remarkable 60-year tenure, including leading the company as CEO and Chairman. In this captivating personal account complete with great stories as only he can tell them, Mr. Lauder, now known as The Estée Lauder Companies' "Chief Tuff" Lauder, shares his childhood, growing up during the Great Depression, the vibrant decades of the post-World War II boom, and his work growing the company into the beauty powerhouse it is today. Mr. Lauder pays loving tribute to his mother Estée Lauder, its eponymous founder, and to the employees of the company, both past and present, while sharing inside stories about the company, including tales of co-founders Rivlon and others. The book offers keen insights on honing ambition, leveraging success, learning from mistakes, and growing an international company in an age of economic turbulence, uncertainty, and fierce competition.

Succeed as a professional strategist and learn how to adapt to new challenges with this practical guide based on original research. Your biggest asset in leadership is you. How can you expect people to trust and believe in you, if you aren't truthful and don't embrace your whole self at work? There is a need for a new kind of leadership: one that bleeds personality and rings true to employees and customers alike who crave authenticity. You Lead argues that business leaders deliver superior results, communities of engagement, and true values-driven success when they are themselves and come across as genuine. Bestselling author, Minter Dial, shows readers how embracing your whole self at work encourages people to also be themselves, seek true fulfillment at work and merge the personal and professional to become true examples of what you stand for. You Lead is a call to arms to leaders to stop pretending to play on their uniqueness and strengths, to allow people to do the same and develop a culture of authenticity and purpose. With practical advice, real-life stories and a simple framework, this book shows you how you can - Be yourself, lead by example and merge the professional and personal - Stand for something and allow people to develop true purpose at work - Allow a community to flourish around you - Radiate your purpose through employees and customers alike for long-term performance

What makes a great leader? It's a question that has been tackled by thousands. In fact, there are literally tens of thousands of leadership studies, theories, frameworks, models, and recommended best practices. But where are the clear, simple answers we need for our daily work lives? Are there any? Dave Ulrich, Norm Smallwood, and Kate Sweetman set out to answer these questions—to craft decades of research experience, the authors conducted extensive interviews with a variety of respected CEOs, academics, experienced executives, and seasoned consultants—and heard the same five essentials repeated again and again. These five rules became The Leadership Code. In The Leadership Code, the authors break down great leadership into day-to-day actions, so that you know what the leadership code—and take your leadership to the next level.

Beyond Digital

The Art of War

The difference and why it matters

How to Think and Act Strategically to Deliver Outstanding Results

Developing Leaders for a High-Performing Industry

Becoming a Strategic Leader

The Crux

*From ancient battlefields to the modern business landscape, competitors have tried innumerable approaches to conquering adversaries. Success for the victors has taken many forms and traveled many paths, but at its heart, winning strategy can be boiled down to ten universal principles. When learned and implemented, these principals become powerful drivers of business excellence. Renowned strategy expert William A. Cohen, whose considerable experience in the military, corporate, and academic sectors forms the basis for The Art of the Strategist, presents the timeless lessons of: * commitment to a definite objective * seizing and maintaining the initiative * economization to mass (concentration of resources) * positioning * surprise * multiple simultaneous alternatives * the indirect approach * simplicity * timing * exploiting success With examples including the conquests of Hannibal and Alexander the Great, the political triumphs of Bill Clinton, George W. Bush, and Arnold Schwarzenegger, and the business successes of Internet giant VeriSign and other high-profile companies, The Art of the Strategist proves how superior strategy trumps other factors in almost every competitive arena. The ten lessons in turn form a roadmap to decisive victory in business.*

Now, Beyond Trade-Off Thinking When it comes to our hardest choices, it can seem as though making trade-offs is inevitable. But what about those crucial times when accepting the obvious trade-off just isn't good enough? What do we do when the choices in front of us don't get us what we need? In those cases, rather than choosing the least worst option, we can use the methods in front of us to create a new and superior answer. This is integrative thinking. First introduced by world-renowned strategic thinker Roger Martin in The Opposable Mind, integrative thinking is an approach to problem solving that uses opposing ideas as the basis for innovation. Now, in Creating Great Choices, Martin and his longtime thinking partner Jennifer Riel vividly illustrate how integrative thinking works, and how to do it. The book includes fresh stories of successful integrative thinkers that will demystify the process of creative problem solving, as well as practical tools and exercises to help readers engage with the ideas. And it lays out the authors' four-step methodology for creating great choices, which can be applied in virtually any context. The result is a replicable, thoughtful approach to finding a "third and better way" to make important choices in the face of unacceptable trade-offs. Insightful and instructive, Creating Great Choices blends storytelling, theory, and hands-on advice to help any leader or manager facing a tough choice.

The Art of War is the earliest known treatise on war and military strategy in the world. It is a systematic guide to strategy and tactics for common men, business leaders, rulers and commanders. It is regarded as one of the most influential philosophical works of Ancient China. Sun Tzu's teachings are brief yet elegant, simple yet philosophical and exceedingly pragmatic. The book has recently been endlessly reinterpreted, reinvented, and imitated. Sun Tzu was a Chinese military strategist, Taoist philosopher and general in the 6th century BCE. His insistence on the close relationship between political considerations and military policy greatly influenced many modern leaders and strategists, including Henry Kissinger. This deluxe edition covers The Art of War in three parts. Part 1 presents the best selling and most authentic translation of Sun Tzu so far, the translation of Lionel Giles. Part 2 includes an extensive introduction to the book written by Giles which focuses, among others, on the historical context of Sun Tzu's text, Sun Tzu's life and work, contemporary scholarship on Sun Tzu, and Sun Tzu's thoughts on war and violence. Part 3 includes summaries of all 13 chapters of the book, a brief history of ancient Chinese military before and after Sun Tzu, review questions for learners, a recommended bibliography of modern critical appreciations for further reading.

Strategic orthodoxy is rightly about focus, alignment, and tough choices. Trying to achieve incompatible goals can lead to tensions, contradictions, and loss of advantage. Yet, the rules of competition are changing. There is a select group of companies around the world that have managed to transcend conventional categories and contradictions to develop strategies that deliver competitive advantage and outstanding performance. We call these "Janus strategies", after the Roman god Janus who surveys two or more directions simultaneously. These companies include Toyota, Narayana Health, Singapore Airlines, Apple Inc, and NASA. Based on in-depth case research and decades of development and advisory work with strategists this book outlines how these companies accomplished Janus strategies, while others such as Xerox failed to do so. "Janus Strategy is a gem of a book! It explores one of the eternal challenges in the field of strategy - how to manage dual and often contradictory challenges such as low cost and differentiation or centralisation and decentralisation simultaneously. Building on rigorous research and using a number of inspiring company examples, the book identifies the ingredients that need to be put together to meet this challenge. This superb book is full of fresh ideas and practical advice. It deserves to be widely read and be on the shelf of every senior executive crafting their organisation's strategy."Costas Markides, Professor of Strategy & Entrepreneurship, Holder of the Robert Bauman Chair in Strategic Leadership, London Business School" I have known and worked with Loizos Heracleous for many years and executive colleagues and corporate students have found his book to be both inspirational and of practical value. I trust readers will find this book equally stimulating."Richard Hill, Director of Learning and Development at Rolls Royce (retired) "If you ever wondered how to pursue promising, though contradicting objectives (efficient operations and high risk innovation for example), this is a book for you. It's both an eye-opener and practical guide helping you to build your own Janus strategy. The stories from companies having done this before, makes it a great read. No doubt you will enjoy it as much as I did."Christian Stadler, Professor of Strategy at WBS and author of Open Strategy, MIT Press"Bringing together a fascinating mix of cases, examples and thinking from refreshingly different areas, Heracleous has created a book that is as intriguing and inspiring as it is pragmatic and timely."Marcus Alexander, Adjunct Professor of Strategy & Entrepreneurship at London Business School, Non-Executive Director and Strategy Consultant" A Janus himself as a rigorous researcher and inspiring educator at the same time, Loizos Heracleous has provided a much-needed perspective on strategy in his book Janus Strategy. Often managers shy away from trying to resolve paradoxes and conflicts in their business. This book shows us how to welcome and be comfortable with them, and more importantly, how to use them to build competitive advantage." Pinar Ozcan, Professor of Entrepreneurship & Innovation, Saïd Business School, University of Oxford

Multipiers

Shape Your Organization and Stay Ahead of Change

Provoke

60-Minute Brand Strategist

How Great Leaders Transform Their Organizations and Shape the Future

Five Rules to Lead by

Master Strategist

Based on an acclaimed professor's legendary strategy course at Harvard Business School, The Strategist offers a radically new perspective on a leader's most vital role. "Are you a strategist?" That's the first question Cynthia Montgomery asks the business owners and senior executives from all over the world who participate in her highly regarded executive education course. It's not a question they anticipate or care much about on opening day. But by the time the program ends, they cannot imagine leading their companies to success without being—and living the role of—a strategist. Over a series of weeks and months, Montgomery puts these accomplished executives through their paces. Using case discussions, after-hours talks, and participants' own strategy dilemmas, she illuminates what strategy is, why it's important, and what it takes to lead the effort. En route, she equips them to confront the most essential question facing every business leader: Does this company truly matter? In doing so, she shows that strategy is not just a tool for outwitting the competition; it is the most powerful method a leader has for shaping a company itself. The Strategist exposes all business leaders—whether they run a global enterprise or a small business—to the invaluable insights Montgomery shares with these privileged executives. By distilling the experiences and insights gleaned in the classroom, Montgomery helps leaders develop the skills and sensibilities they need to become strategists themselves. It is a difficult role, but little else one does as a leader is likely to make more.

Technology, global economics, and demographics are colluding to create workspaces that thrive on communities rather than hierarchies. Our industrial paradigm with its roots in the military is swiftly being replaced by a paradigm based on networks that are held together by passion and social connections, and fueled by instantaneous interactions between members of communities. This new paradigm is creating a massive impact on how we think about successful leadership and how we develop leaders. We have found that this shift involves thinking of leaders more as Mayors and less as Generals. The Social Leader structures a new approach to leadership and provides tools for leaders to understand themselves in this new era of connectedness and community. Authors Frank Guglielmo and Sudhanshu Palshule describe and explain the five new imperatives of leadership, the Tenets of Social Leadership, illustrating ways for leaders and would-be leaders to reimagine their personal narratives and their leadership capabilities. Insights into why CEOs need to get social for business success, and how they can become effective social leaders. While business leaders may feel that it's enough to hire social media managers and amend their marketing strategies, Damian Corbet shows why organizations need to do more to succeed in the Social Age—why CEOs need to "get social" to survive. The Social CEO sets out to educate and inspire senior leaders to embrace the Social Age, teaching them the hows and whys of utilizing social media in order to make them stronger leaders. Social CEOs can effectively encourage engagement from their employees as well as other stakeholders and customers; they're better able to communicate their organization's objectives and values, gauge the climate in which they operate and improve their brand image. Offering invaluable contributions from industry-recognized experts in social business, The Social CEO explores the many aspects of leading in the Social Age, such as storytelling, personal branding, managing risk and public relations. With chapters also written by practicing "social CEOs" working across a variety of sectors, from healthcare to sport, the book provides a wealth of insight into how social media can be used to gain a competitive advantage.

What's the Good of Strategy?Bad Strategy was published in 2011. It immediately struck a chord, calling out as bad strategy the mish-mash of pop culture, motivational slogans and business buzz speak so often and misleadingly masquerading as the real thing. Since then, his original and pragmatic ideas have won fans around the world and continue to help readers to recognise and avoid the elements of bad strategy and adopt good, action-oriented strategies that honestly acknowledge the challenges being faced and offer straightforward approaches to overcoming them. Strategy should not be equated with ambition, leadership, vision or planning; rather, it is coherent action backed by an argument. For Rumelt, the heart of good strategy is insight into the hidden power in any situation, and into an appropriate response - whether launching a new product, fighting a war or putting a man on the moon. Drawing on examples of the good and the bad from across all sectors and all ages, he shows how this insight can be cultivated with a wide variety of tools that lead to better thinking and better strategy, strategy that cuts through the hype and gets results.

Strategic Theory for the 21st Century: The Little Book on Big Strategy

Management 101

An Advanced Handbook for Leadership

Social Leader

Be the Leader Your Business Needs

Equipping Churches to Experience Sustained Health

How Being Yourself Makes You a Better Leader

Strategy is about identifying why your business matters, not just analysing the competition. Cynthia Montgomery reveals how leaders can embrace the crucial role of The Strategist to really define and drive the objectives and advantages to power their companies forward.

Wall Street Journal Bestseller A thought-provoking, accessible, and essential exploration of why some leaders ("Diminishers") drain capability and intelligence from their teams, while others ("Multipliers") amplify it to produce better results. Including a foreword by Stephen R. Covey, as well the five key disciplines that turn smart leaders into genius makers, Multipliers is a must-read for everyone from first-time managers to world leaders.

For more than thirty years, Brent Scowcroft has played a central role in American foreign policy. Scowcroft helped manage the American departure from Vietnam, helped plan the historic breakthrough to China, urged the first President Bush to repel the invasion of Kuwait, and worked to shape the West's skillful response to the collapse of the Soviet empire. And when US foreign policy has gone awry, Scowcroft has quietly stepped in to repair the damage. His was one of the few respected voices in Washington to publicly warn the second President Bush against rushing to war in Iraq. The Strategist offers the first comprehensive examination of Brent Scowcroft's career. Author Bartholomew Sparrow details Scowcroft's fraught relationships with such powerful figures as Henry Kissinger (the controversial mentor Scowcroft ultimately outgrew), Alexander Haig (his one-time rival for Oval Office influence), and Condoleezza Rice (whose career Scowcroft helped launch -- and with whom he publicly broke over Iraq). Through compelling narrative, in-depth research, and shrewd analysis, The Strategist brings color and focus to the complex and often secretive nature of US foreign policy -- an intellectual battlefield on which personalities, ideas, and worldviews clash, dramatically shaping the world in which we live.

Are you just playing—or playing to win? Strategy is not complex. But it is hard. It's hard because it forces people and organizations to make specific choices about their future—something that doesn't happen in most companies. Now two of today's best-known business thinkers get to the heart of strategy—explaining what it's for, how to think about it, why you need it, and how to get it done. And they use one of the most successful corporate turnarounds of the past century, which they achieved together, to prove their point. A.G. Lafley, former CEO of Procter & Gamble, in close partnership with strategic adviser Roger Martin, doubled P&G's sales, quadrupled its profits, and increased its market value by more than \$100 billion in just ten years. Now, drawn from their years of experience at P&G and the Rotman School of Management, where Martin is dean, this book shows how leaders in organizations of all sizes can guide everyday actions with larger strategic goals built around the clear, essential elements that determine business success—where to play and how to win. The result is a playbook for winning. Lafley and Martin have created a set of five essential strategic choices that, when addressed in an integrated way, will move you ahead of your competitors. They are: • What is our winning aspiration? • Where will we play? • How will we win? • What capabilities must we have in place to win? • What management systems are required to support our choices? The stories of how P&G repeatedly won by applying this method to iconic brands such as Olay, Bounty, Gillette, Swiffer, and Febreze clearly illustrate how deciding on a strategic approach—and then making the right choices to support it—makes the difference between just playing the game and actually winning.

How Strategy Really Works

Leadership 2050

People Stuff – Beyond Personality Problems

Janus Strategy

Arguing for Organizational Advantage

Good Strategy/Bad Strategy

The Strategist: Be the Leader Your Business Needs

The book begins by explaining the roots of strategy, how it has been perceived through the ages and how strategy is different from planning or tactics. It delves on practical application as well-such as how to master strategic thinking, deploy strategy in corporate organizations, and use modern theories of organizational strategies.

A crash course in managing productive, successful, and happy employees! Effective employee management is imperative to a business' success, but all too often management books turn the important details of best practices into tedious reading that would put even a CEO to sleep. Management 101 cuts out the boring explanations of management policies, and instead provides hand-on lessons that keep you engaged as you learn how to manage productive, happy employees. From hiring and firing to delegating and coaching, this primer is packed with hundreds of entertaining tidbits and concepts that you won't be able to get anywhere else. So whether you're a business owner, a middle-manager with many direct reports, or an entry-level employee learning to supervise interns, Management 101 has all the answers—even the ones you didn't know you were looking for.

What kind of leaders will the world need over the next thirty-five years? How will our knowledge of leadership, leadership development, and leadership education change? Leadership 2050 examines the issues, drivers, and contexts that will most likely influence leaders in the coming decades.

Since its original publication by McGraw-Hill almost 10 years ago, this best-selling guide to the inner workings of Japanese strategic thinking has become an acknowledged classic. Kenichi Ohmae a business strategist of international renown provides a Compelling account of the reasons why companies dominate the global processes and planning techniques, why they work, and how companies can benefit. From focusing on the three essential elements of any strategic plan: company customer and competition. Replete with numerous illustrative case histories of strategic thinking in action, Ohmae's classic work continues to inspire managers at all levels to new heights of bold, imaginative strategic thinking.

From Hiring and Firing to Imparting New Skills, an Essential Guide to Management Strategies

How Social Media Can Make You A Stronger Leader

The New Strategist

The Essential Brand Book for Marketing Professionals

Making Great Strategy

The Unstuck Church

The Social CEO

The Art of War is an enduring classic that holds a special place in the culture and history of East Asia. An ancient Chinese text on the philosophy and politics of warfare and military strategy, the treatise was written in 6th century B.C. by a warrior-philosopher now famous all over the world as Sun Tzu. Sun Tzu's teachings remain as relevant to leaders and strategists today as they were to rulers and military generals in ancient times. Divided into thirteen chapters and written succinctly, The Art of War is a must-read for anybody who works in a competitive environment.

Making strategy requires undertaking major—often irreversible—decisions aimed at long-term success in an uncertain future. All leaders must formulate a clear course of action, yet many lack confidence in their ability to think systematically about their strategy. They struggle to apply the abstract lessons offered by conventional approaches to strategic analysis to their unique contexts. Making Great Strategy resolves these challenges with a straightforward, readily applicable framework. Jesper B. Sørensen and Glenn R. Carroll show that one factor underlies all sustainably successful strategies: a logically coherent argument that connects resources, capabilities, and environmental conditions to desired outcomes. They introduce a system for formulating and managing strategy through a set of three core activities: visualization, formalization and logic, and constructive argumentation. These activities can be implemented in any organization and are illustrated through examples and case studies from well-known companies such as Apple, Walmart, and The Economist. This book shows that while great strategic thinking is hard, it is not a mystery. Widely applicable and relevant for managers and leaders at all levels, especially executive teams charged with setting the course of their organizations, it is essential reading for anyone faced with practical problems of strategic management.

The sports industry is more complex than ever before, and succeeding within it now requires an equally dynamic approach. Teams and leagues across many sports face unprecedented competition in worldwide markets as the cost of doing business increases and traditional revenue streams face pressure. In light of these changes, the idea that winning championships is the key to organizational success is misguided. The Sports Strategist: Developing Leaders for a High-Performance Industry reveals which areas in the industry, unlike winning, can be controlled and maximized for consistent success. Aspiring leaders in the sports business will learn how to design identities, manage narratives, and maximize new technologies in order to implement business analytics and build public support. These techniques are vital to creating a successful sports organization that is ready to reap the benefits of winning when it does happen, without having to rely on it when it doesn't. In such a high-performance field, the demand for well-equipped leaders is great, and The Sports Strategist provides the necessary tools and techniques for their success.

Traditional management practices, rooted in economics and psychology, have led to a focus on numbers and productivity rather than the people who make those numbers happen. This has resulted in trust in leaders and organizations being at an all-time low. What Philosophy Can Teach You About Being a Better Leader expertly counters this thinking and argues that those leaders who will win in the uncertain and complex world of work, are the ones focusing on their workforce and valuing its members as people, rather than just tools within the process. What Philosophy Can Teach You About Being a Better Leader considers the main questions plaguing today's leaders through the eyes of four of the greatest philosophers. With the help of Aristotle, Socrates, Kant and Nietzsche, as well as a whole host of other brilliant minds, they smash widely held workplace falsehoods and unveil a new model for empowerment, fulfillment and harmony at work. What Philosophy Can Teach You About Being a Better Leader is a fascinating account of how we can reconnect company, people and shareholder interests. It answers perennial leadership concerns like questions of people engagement, key performance indicators or even generational differences at work through the lens of philosophy, with its focus squarely on how to live and help others live fulfilling lives at work.

What Philosophy Can Teach You About Being a Better Leader

The Company I Keep

You Lead

The Mind Of The Strategist

Creating Great Choices

People Strategy

How to Cut to Integrative Thinking

Praise for 60-Minute Brand Strategist "A nesh take on the wisdom of putting brand strategy at the heart of corporate strategy. Brilliant insights for a fast-moving world."—Angela Ahrendts, CEO, Burberry "Idris Mootoo paints a sharp, comprehensive, and finely articulated analysis of the potential of meaningful brands in the 21st century's cultural scenario and business landscape. The result is a smart manual that reminds you and your company how to build relevant, authentic, sustainable, and successful brands in an evolving society."—Mauro Porcini, Chief Design Officer, PepsiCo Inc. "Idris's book teaches us how to engage today's increasingly cynical consumers on a deeper emotional level to build real equity and leadership. He demonstrates how to break out of the box and connect business strategy to brand strategy, and how the right brand story never really ends!"—Blair Christel, SVP and CMO, Cisco Systems, Inc. "It's rare to find a book that's both inspiring and practical but Idris nailed it! He has crafted the ultimate guide to brand building in the connected world with visual clarity and thought-provoking clarity."—Eric Ryan, cofounder, Method Foods, Inc. This book is about one thing only: branding. Period. In this economy ruled by ideas, the only sustainable form of leadership is brand leadership. 60-Minute Brand Strategist offers a fast-paced, field-tested view of how branding decisions happen in the context of business strategy, not just in marketing communications. With a combination of perspectives from business strategy, customer experience, and even anthropology, this new and updated edition outlines the challenges traditional branding faces in a hyper-connected world. This essential handbook of brand marketing offers an encyclopedia of do's and don'ts, including new case studies of how these concepts are being used by the world's most successful and valuable brands. 60-Minute Brand Strategist is your battle plan, filled with powerful branding tools and techniques to win your customers' hearts and defeat the competition. Strategy and leadership have become separated in the business world. In this title, Harvard Business School Professor Cynthia Montgomery reveals why and how they need to be re-integrated for ultimate business success.

The Strategist: Be the Leader Your Business Needs

Acclaimed church leader, blogger, founder and chief strategic officer of The Unstuck Group, Tony Morgan unpacks the lifecycle of a typical church, identifies characteristics of each phase, and provides practical next steps a church can take to move towards sustained health. Think about your church for a moment. Is it growing? Is it diminishing? Is it somewhere in between? Acclaimed church leader, blogger, and founder and chief strategic officer of The Unstuck Group, Tony Morgan has identified the seven stages of a church's lifecycle that range from the hopeful and optimistic days of launch, to the staggering last stages of life support. Regardless of the stage in which you find your church, it carries with it the world's greatest mission—to go and make disciples of all the nations. . . . With eternity at stake the Church should be doing most everything within its power to see lives changed forever. The Church should strive for the pinnacle of the lifecycle, where they are continually making new disciples and experiencing what Morgan refers to as "sustained health." In The Unstuck Church, Morgan unpacks each phase of the church lifecycle, and offers specific and strategic next steps the church leader can take to find it's way to sustained health. . . . and finally become the Unstuck.

Unstuck Church is a call for honest an assessment of where your church sits on the lifecycle, and a challenge to move beyond it.

The Warrior, the Strategist and You

Critical Challenges, Key Contexts, and Emerging Trends

The Strategy Book ePub eBook

The Strategy Book

How to Find Your Purpose and Realise Your Potential

Seven Disciplines of A Leader

The Ultimate Book of Ancient Chinese Military Strategy, Leadership and Politics

Thinking strategically is what separates managers and 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. 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 back to them again and again.

My Life in Beauty

Leadership, Strategy, and Conflict in the 21st Century and Beyond

Redefining Leadership for the Complex Social Age