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Making sense of strategy

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Abstrak

Let?s cut the b.s. and cut straight to the chase. Strategy is not rocket science. It?s about listening to customers, asking some pretty simple questions, making some choices, and getting people to support your decisions. Strategy is the ultimate responsibility of every business leader. Companies succeed when they get it right and fail when they get it wrong. The fact that more companies fail than succeed says that something is very wrong indeed with the state of strategy. It?s also an indictment of leadership. This new century is a time of extraordinary complexity, opportunity, and risk. Business is a 24/7 activity. Markets are global, competitors are increasingly hostile, and change occurs faster than at any other time in history. Managing almost any organization gets harder by the minute. There?s too much to do and too many new challenges. Things need more thought, but there?s less time to turn ideas into action.