



Dear «First»,

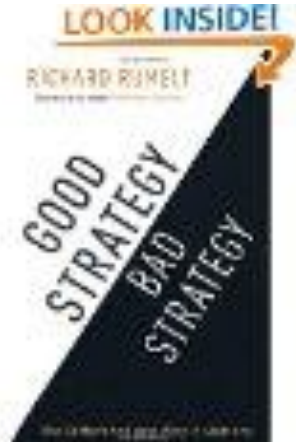
February 2012

## February already — so how is the Strategy unfolding ?

### 1. Strategy for Everyone?

Strategies are not just for big businesses, although you would not guess that from most of the books on the subject. All the main writers Kotter, Kaplan write about developing strategy across large organisations with umpteen divisions where there are multiple interest groups to satisfy.

A recent book gets back to the basic objective of a strategy—to achieve a clear objective, by identifying leverage and setting out actions. By this definition all businesses and many individuals will benefit from a clear strategy.



### 2. A Good Strategy

Richard Rumelt makes it clear that there the three elements to an effective strategy are quite simple:-

- A clear statement of the critical problem or goal.
- A principle by which the problem will be solved or goal achieved.
- A list of actions based on the principle which will result in achieving the goal or solving the problem

### 3. Make your Strategy Real

If you have a strategic plan that embraces Rumelt's principles then the only thing that remains is to execute it and track progress. If you need help measuring or keeping your strategy on track - [contact us](#) and we will be happy to help both solving the immediate issue and preventing it recurring.

If you are concerned that your strategy fails in any of the Rumelt's points, or perhaps you have not got around to formulating one, then it could be worth either:-

1. Reading this [McKinsey article](#) based around Robert's book—it is a worthwhile coffee time read.
2. Getting a copy of Robert's book - it is not a heavy and is quite entertaining—click on book cover above to link to Amazon and flick through a few pages.
3. [Contacting us](#) for a free of charge initial audit (subject to conditions)

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