

PART 1: GOOD AND BAD STRATEGY				
Chapter 1 GOOD STRATEGY & WHY IT MATTERS	Chapter 2 DISCOVERING POWER	Chapter 3 BAD STRATEGY	Chapter 4 WHY SO MUCH BAD STRATEGY?	Chapter 5 THE KERNEL OF GOOD STRATEGY
Create a simple, actionable, and coherent strategy with a robust design, and focus all your planned resources and efforts on it	Question traditional practices and look for advantage, opportunities, weaknesses, and threats in each component of your business individually and with one another, and compare them to your competitors existing practice and create a coherent strategy that maximizes all your resources that is difficult to replicate.	Bad strategy contains 1) fluff 2) failure to face the challenge and 3) mistaking goals for strategy.	Bad strategy is created when one avoids the uncomfortable process and analysis required to create good strategy such as 1) using vision/mission/goal templates instead of crafting a coherent strategy 2) not making a decision to prioritize one primary objective while ignoring others and dedicate all or most resources towards achieving it and 3) believing that a positive 'mental state' is all that is required in place of a designed coherent strategy. Crafting a good strategy is not easy, and lacks analysis, and focus.	A good strategy is created through 3 steps: 1) diagnosing the specific challenge, 2) creating a guiding policy on how to navigate the challenge, and 3) executing coherent actions coordinated by the guiding policy towards the challenge.
PART 2: SOURCES OF POWER				
Chapter 6 USING LEVERAGE	Strategic leverage is when you 1) anticipate the actions and reactions of your competitors and market; 2) identify a pivot point where the effects from your actions are intensified; and 3) concentrate all your efforts onto a critical objective that will return a great payoff.	Chapter 7 PROXIMATE OBJECTIVES	Identify and pursue objectives that are feasible, and work towards making sure each objectives lead to market dominance and business excellence.	

		Chapter 8 CHAIN-LINK SYSTEMS	<p>By making sure your chains (business departments, networks, units) are robust and coherently designed and supports all other chains intentionally, you will maximize your overall business impact and make your business unreplicable.</p> <p>Each business unit must understand how they impact other units, and must make compromises for the business.</p>
		Chapter 9 USING DESIGN	<p>A grand strategist focuses its efforts to design a strategy that coordinates available resources coherently to tackle a specific challenge that yields the highest value, which in turns creates a high quality and high performing competitive advantage over its' giant competitors.</p>
		Chapter 10 FOCUS	<p>1) Focus on all components of your business to make sure they are optimized for your value provided, and 2) once the extra value is generated, use it to target groups or prospects and create specific applications.</p>
		Chapter 11 GROWTH	<p>Without a coherent strategy, healthy growth cannot occur. The best form of growth comes from natural demand of a companies offerings which suggests innovation. Furthermore, one should not merge or acquire another company if there are no strategies or plans to increase the value of the company they are acquiring through increased innovation or changes.</p>
		Chapter 12 USING ADVANTAGE	<p>Strengthen your competitive advantage. 1) Deepening Advantage 2) Broadening the Extend of Advantage 3) Creating a Higher Demand 4) Strengthening Isolating Mechanisms.</p>
		Chapter 13 USING DYNAMICS	<p>During waves of change in society from innovation or market shifts, a small group of individuals with foundational knowledge and expertise in an industry are able to rapidly disrupt the respective industry and steal market dominance by rebuilding the respective foundation utilizing newer and more innovative inventions that drastically change the industry standard, while also providing a more attractive service or product compared to the then-major competitors.</p>
	CHAPTER 14 INERTIA AND ENTROPY		<p>All successful companies are created from the result of inertia- from routine, third-party, or work culture. However, the same inertia that brought success can also lead to the companies' demise if the inertia is never redirected to business evolution or if the company infrastructure and practices remain stagnant. Entropy, whether in financial or physical form, is the result of such stagnation; however, to remain competitive, leaders must exercise voluntary entropy, that is, to dismantle and reassemble all aspects of their business constantly. Therefore, there must be a balance of inertia and entropy in a business in order to sustain a competitive advantage and remain successful</p>
CHAPTER 15 PUTTING IT TOGETHER			<p>A good strategy consists of:</p> <ol style="list-style-type: none"> 1) Diagnose: Define the key challenge in clear, simple terms. 2) Guiding Policy: Define a clear direction for addressing the challenge. 3) Power of leverage, identifying and pursuing proximate objectives to expand competence, focus towards strategic goals, engineering chain-linked systems, growth by natural market demand, design a coherent strategy using all available resources tightly that cannot be replicated, constantly increase your advantage, riding dynamic wave of changes, understanding and utilizing inertia and entropy.

PART 3: THINKING LIKE A STRATEGIST		
Chapter 18 KEEPING YOUR HEAD	CHAPTER 17 USING YOUR HEAD	CHAPTER 16 THE SCIENCE OF STRATEGY