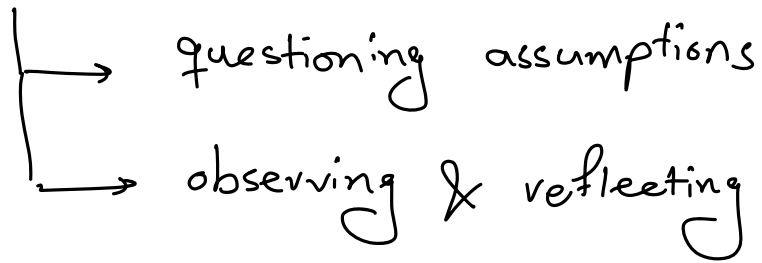


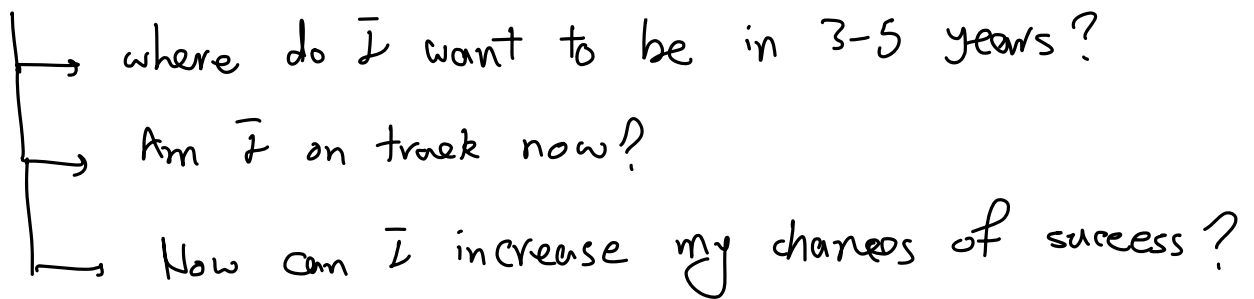
strategic thinking

△ How creativity happens



△ Strategic thinking shouldn't just extend to how you're spending your time at work, it also impacts your entire career

△ Questions to ask



△ Strategy is about the big-picture choices you make, how you decide which road to go down

△ What are tactics

↳ the concrete activities you undertake to make your goals & therefore, your strategy & therefore your vision, come to life

! vision → strategy → goals → tactics

? How to consider future

└ Monitoring trends

└ read widely and often

└ identify well-informed people

? Learning to take a holistic view of the past can yield insights that are often hidden to others

? How to create an informed strategy

└ Good strategy doesn't have to be innovative

└ look at past successes

└ consider the future trends in your industry

└ solicit inputs from diverse sources

? How to practically get real about your strategy

└ Map your assets & your allies

└ identify your constraints

└ create specific steps

⚠ Strategic thinking with your team

- have pre meeting & get feedback
- identify objections
- prepare to face objectors
- create systems for accountability

⚠ How to measure your progress

- clarify your goals and metrics
- evaluate your progress at regular intervals
- document your processes

⚠ It's important to regularly audit your strategy to set up milestones in advance

⚠ Questions to audit your strategy

- Are you failing to meet initial expectations?
- Has there been a major change in circumstances?
- Is there a more promising alternative?