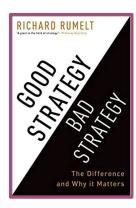
Group name:	

We'll start by naming the company's strategic goals.

A company typically has many hot issues.

But doing strategy is... knowing how to **choose the** key priorities. In the next slide, identify **the critical issues** for the company over the next 3 to 5 years.



If you were to read only one strategy book