



Without a Strategy: The Strategy Planning Workbook

By Bill Decker

Createspace, United States, 2015. Paperback. Book Condition: New. 254 x 203 mm. Language: English . Brand New Book ***** Print on Demand *****.Without a Strategy we are lost. How do we even know if we ve won? If we don t have a target and clear definable, measurable ways to hit our target, how can we determine our own success? In three decades I ve had the chance to see firms try to build new products, enter new markets, acquire firms and reduce operational overhead all Without A Strategy. And I ve seen many firms fail because of it. Reasons companies give to justify working Without A Strategy 1) We have too much work right now, strategic planning will only create more work. 2) We already know everyone in our industry. 3) We are letting our partners make the strategy. 4) We don t need consulting, we just need more sales. 5) We plan to do our strategy at the annual meeting next year. 6) Why should we have a strategy? Our competitors don t. 7) We ve been successful for 40 years. 8) Our CEO doesn t believe in Strategic Planning. 9) Our industry is different. 10) Strategic Planning...



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