

# **10 Concepts to Upgrade Your Strategic Thinking:**

*written by Ben Meer*

## **1. Apply a 10-Year Horizon**

"Plan in decades, think in years, work in months, live in days."—Nic Haralambous

## **2. Master SWOT Analysis**

Map your strengths, weaknesses, opportunities, and threats before making any big move.

## **3. Practice Second-Order Thinking**

Ask, "And then what?" to see beyond immediate outcomes.

## **4. Use Inversion**

Think backward by imagining the worst-case scenario, then reverse-engineer to avoid those outcomes.

## **5. Balance Kaizen and Kaikaku**

Combine small daily growth with bold, innovative jumps.

## **6. Study Game Theory**

Anticipate competitors' actions and plan accordingly to gain a strategic advantage.

## **7. Create a Category of One**

Build something so unique that competition becomes irrelevant.

## **8. Follow the Barbell Strategy**

Put 90% of resources in safe bets and 10% in higher-risk, higher-reward opportunities.

## **9. Master Skill Stacking**

Combine multiple top 10% skills to become irreplaceable.

## **10. Use Regret Minimization**

"In 10 years, will I regret not pursuing this?" It prioritizes bold moves that align with long-term goals.

## **TL;DR Powerful Concepts**

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