

Value-adding Strategy™

The 5 habits of winning sustainably



SLA's Sustainable Growth Mindset®

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Strategy:

a framework to make decisions about purpose and direction.



Leadership and Culture without Strategy = Lost in fog.

Trust Your Strategy; Change Your Plans

A strategic plan is an oxymoron. Strategy is your decision-making compass and GPS. Plans detail how you travel the path you choose.

Span Your Silos, Don't Break them

Expertise without integration creates fiefdoms. Integration without expertise creates chaos.

Use Complexity And Uncertainty As Offensive Weapons

The marketplace is not complicated, it's complex. Complicated systems, like engines, are predictable. Complex systems create uncertainty. Use them to your advantage.

Advance Courageously; Retreat Wisely

You cannot grow by digging-in and you cannot advance without a strong base. If you wait for certainty, you've missed the opportunity. If you double down on failure, you'll lose expensively.

Stop Sniffing Your Own Fumes

Get an outside view from a trusted adviser. Plan for success, plan for failure, move forward, and learn.

Tactics without strategy are the noises before failure.