

Publications

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Prepared and Resolved: The Strategic Agenda for Growth, Performance and Change

This book deals with strategy leadership and management, and it speaks to the broad challenges of direction, integration and execution.

Making Strategy Happen

The meaning of business strategy has shifted over the past few decades, and for a lot of good reasons. Old school strategic planning often failed to deliver business results, and it failed to engage people in strategy. Advances in contemporary strategy practices have made a difference.

The strategic agenda, as defined in *Prepared and Resolved* brings more contemporary themes and principles to a company's planning and decision making efforts. Further, the strategic agenda puts the emphasis on the everyday thought and behavior of people, who at every level of the organization deal with:

- *Strategy Direction – Options, Focus, Choices and Course Headings ...*
- *Strategy Integration – Resources, Culture, Systems and Structures ...*
- *Strategy Execution – Action Plans, Metrics and Course Corrections ...*

These elements of the strategic agenda provide the framework for people to engage as individuals and in groups as they work to drive growth, performance and change in their organizations. These same elements allow the organization to advance the natural goals of business. For each element of the strategic agenda, leadership and management practices apply in specific and targeted ways to advance business planning, decision making, risk management and problem solving.

Prepared and Resolved as a Mindset for Business

The simple title of this book amounts to "code" for effective strategy engagement, and it pivots on the importance of two of the most critical business evolution and development themes:

- *Prepared for ... the opportunities, horizons, risks and challenges that present themselves on the road ahead for the business ...*
- *Resolved for ... the conditions, unknowns, disruptions and hassles that almost surely will test the organization over time and space ...*

The strategic agenda helps weave together the aspirational vision and potential of the business with the navigational abilities and capacity of the organization. It helps individuals develop and become the primary "agents" for making strategy happen. This view of strategy direction, integration and execution frames a complete-and-connected practice that sets the stage for near-term and long-term success.

