



CAPSYS

STRATEGY | EXECUTION

Strategy Leadership

2016



Only 13% of executives, 8% of middle managers and 2% of employees are able to articulate their strategy*

- Despite decades of research and massive investments in strategic planning, strategy remains abstract; hard to define, to communicate, to implement
- Nearly everyone says they have a strategy, but most cannot say what it is



* The study by Maarika Maury ran in Finland between 2010– 2016 and included some 150 organizations in different industries, engaging almost 10,000 respondents.



Strategy is invisible, like a game of “Pin the Tail on the Donkey” ...blindfolded ...and without the donkey!





Most organizations compete in the same markets in the same ways for the same customers, resulting in:



- Commoditization due to the firms' own failure to create and sustain good strategy
- Intractable fights—inevitably on price—that no firm can win
- Companies bringing ruinous competition **upon themselves!**



“I believe that many companies undermine their own strategies. Nobody does it to them. They do it themselves. Their strategies fail from within.”

—Michael Porter, December 2011



“Strategy Leadership” is the ability to create unique and valuable market positioning for the enterprise

Companies do this by being related authentically to two contexts:

- The **external market**, including changes in technology, regulation, competition and customer requirements
- The **internal conversation**, i.e., the prevailing story of what is possible for the organization held by its executives, managers and employees

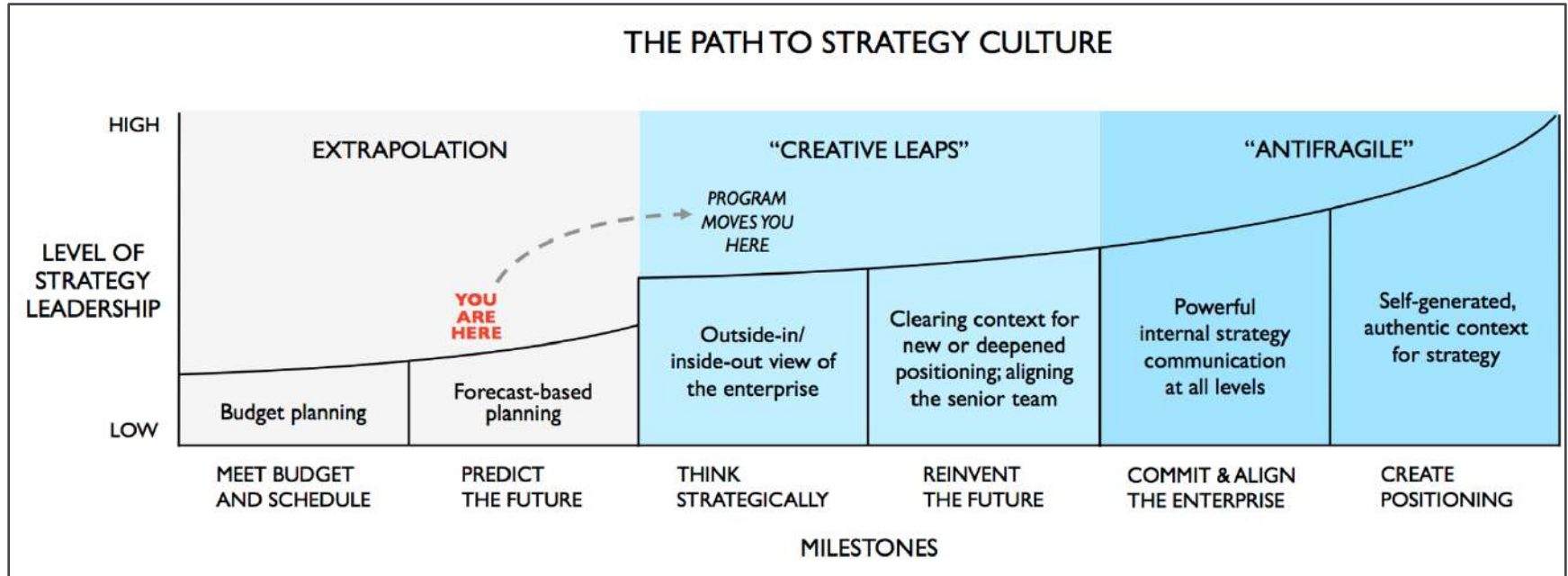


Our offering

Transformational strategy education for executives seeking alignment and commitment of their teams for differentiated market positioning in any environment.



Our program aims to alter fundamentally the conversation about strategy inside your enterprise

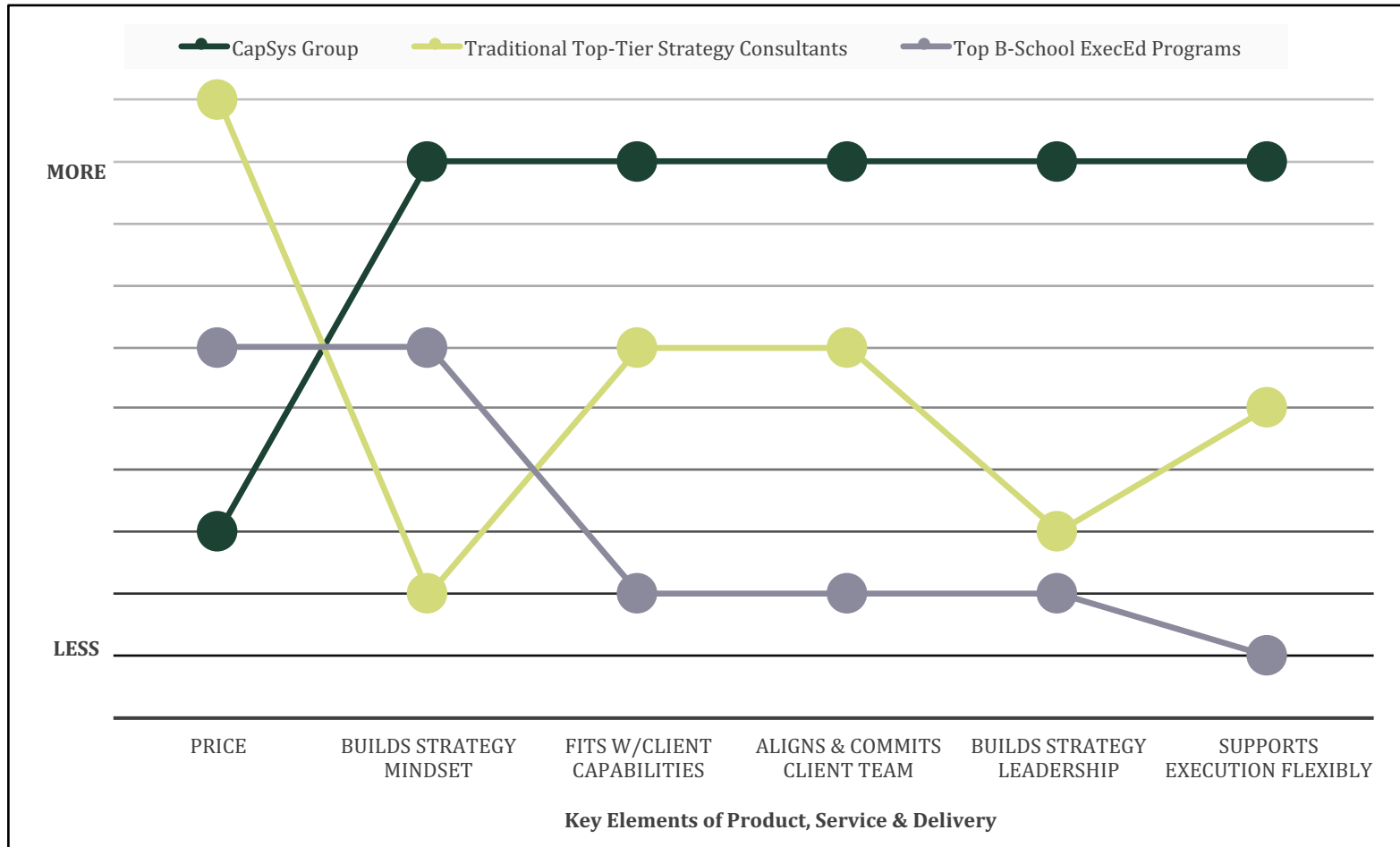


Benefits:

- Your team will think differently and share a common language on strategy
- Whatever your strategy, your team will own it and be equipped to drive execution
- Get access to a breakthrough program to empower your teams quickly and at a fraction of the cost of traditional programs



Our Strategy Leadership offering is unique





Can **you** say what your strategy is?



Contacts



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P. Lawrence Fagan is a consultant and educator with more than 20 years of professional experience in strategy creation, execution and leadership development. His work moves entire management teams to think and act strategically, causing breakthroughs in their ability to execute strategy day-to-day.

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