

1. Record Nr.	UNINA9910151656803321
Autore	Sola David
Titolo	How to think strategically : your roadmap to innovation and results // Davide Sola and Jerome Couturier
Pubbl/distr/stampa	Harlow, England : , : Pearson, , [2014] ©2014
ISBN	0-273-78883-3 0-273-78884-1
Edizione	[1st edition]
Descrizione fisica	1 online resource (281 pages) : illustrations
Disciplina	658.4/012
Soggetti	Strategic planning Creative ability in business Critical thinking Thought and thinking
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (pages 237-243) and index.
Nota di contenuto	Cover -- Contents -- About the authors -- Acknowledgements -- Publisher's acknowledgements -- Introduction -- Part 1 Strategic know-how -- 1 What is strategy? -- What strategy is - and what it isn't -- The key elements of strategy -- 2 What is strategic thinking? -- What is thinking? -- What is strategic thinking? -- What does it take to think strategically? -- 3 Turning strategic thinking into strategy -- The link between learning and strategic thinking -- How to maximise strategic learning -- 4 What is business strategy? -- The importance of competitive advantage -- How do you create competitive advantage? -- Part 2 The strategic planning process -- 5 Managing the invisible hand -- What is the invisible hand? -- Where does corporate culture come from? -- How does it become visible? -- How can you manage it? -- 6 Assessing the current situation -- Are you in the right place? -- Do you have a competitive advantage? -- Where does superior value creation come from? -- 7 Identifying the core challenges -- How to identify challenges -- How to validate challenges -- How to select core challenges - the importance of trade-offs -- Defining what success will look like - strategic objectives and strategic guidelines -- 8 Solving the

core challenges -- Reducing the complexity of the core challenge --  
Developing potential solutions -- Practical tools for generating  
solutions -- Selecting the best potential solutions -- Timing initiatives  
-- 9 Reducing uncertainty -- Experimenting to reduce uncertainty --  
Phase 1: Stating the underlying assumptions -- Phase 2: Testing  
assumptions about value -- Phase 3: Testing assumptions about  
growth -- Phase 4: Testing assumptions about sustainability --  
Ongoing testing and learning -- 10 Managing execution -- A will to act  
-- A coordinated approach -- Setting the scene -- Launching and  
spreading change.  
Accelerating the speed of change -- Glossary: Key concepts and  
definitions -- Sources and further reading -- Index.

---

## Sommario/riassunto

Discover how to become an effective strategic thinker. Some people seem to achieve the best results, again and again. Is it luck? Or is it strategy? How to Think Strategically equips you with the skills you need to make the best decisions and develop a powerful strategic mindset. This hands-on guide tackles both the thinking and the doing, helping you develop a robust strategic plan. It offers a six-step framework that addresses key questions, including: Which core challenges do I need to overcome? How do I manage uncertainty and risk? How do I execute my business strategy? Visit [www.howtothinkstrategically.com](http://www.howtothinkstrategically.com) for the accompanying app and the 'Strategic Thinking Manifesto'.

---