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| Autore                  | Cummings Stephen   |
| Titolo                  | Strategy Builder [[electronic resource] ] : How to create and communicate more effective strategies  |
| Pubbl/distr/stampa      | Hoboken, : Wiley, 2015   |
| ISBN                    | 1-119-16669-1<br>1-118-70716-8   |
| Descrizione fisica      | 1 online resource (259 p.)   |
| Altri autori (Persone)  | AngwinDuncan   |
| Disciplina              | 658.4/012  |
| Soggetti                | Management<br>Strategic planning<br>Success in business<br>Business & Economics<br>Management Theory   |
| Lingua di pubblicazione | Inglese  |
| Formato                 | Materiale a stampa   |
| Livello bibliografico   | Monografia   |
| Note generali           | Description based upon print version of record.  |
| Nota di contenuto       | <p>Strategy Builder: How to create and communicate more effective strategies; Contents; Strategy Builder Team; Part One The Concept; The clue in the corner; Opportunities for a New Way of Developing Strategy; 5. The need for a third way between the oversimplicity of PowerPoints and the overcomplication of the typical strategic plan; 4. A need to reduce the distance or separation between managers and other stakeholders; 3. An opportunity to seek other ways to convey complex ideas and possibilities</p> <p>2. Recognizing that what they teach in business school can, and should, change to embrace forgotten and new insights1. An opportunity to find a way through the framework and idea overload and inertia; Seven Strengths of Drawing Strategy; 1. Drawing strategy aids memory retention (and more); 2. Drawing strategy provides an effective action orientation; 3. Drawing strategy promotes new thinking that builds on the shoulders of giants; 4. Drawing strategy enables effective prototyping and 'design thinking'; 5. Drawing helps you see what you think and enables new possibilities to come into view</p> <p>6. Drawing can bring people together to enable collective</p> |

understanding7. Drawing strategy can move people beyond the 'boilerplate' and numerical short-termism; What Strategy Builder Does; Part Two Design; PART 2 Contents; User's Guide to the Strategy Builder's Framework Profiles; Design features; 1. World ratings and rankings; 2. Simple, matter-of-fact explanations; 3. A 'real-life' storyboard and storyline; 4. Space; 5. Drawing tips: for getting started, enhancing your creativity and key 'take-outs'; 6. Common pitfalls; 7. Menu suggestions for fruitful combinations  
8. Mutation possibilities9. Signposts towards further knowledge; Environmental Ecology; Competitive Positioning; Resources and Capabilities; Strategic Growth Options; Managing Performance Strategically; Part Three Realization; Well-built strategies, simply conveyed; Six Stratographic Principles; 1. Good stratography attracts and focuses the eye; 2. Good stratography spreads the eye; 3. Encouraging the eye to wander, engage and find relations; 4. Good stratography facilitates zooming in and out; 5. Mimesis: good stratography relates to human actions and directions  
6. Synaesthesia: good stratography unites different senses and behavioursGet Building; How to be a Part of the Strategy Development Revolution; Endnotes; Image credits; EULA

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### Sommario/riassunto

A visual and interactive guide to building and communicating strategies that actually work YOUR STRATEGY HAS SEVEN SECONDS TO CAPTIVATE ITS AUDIENCE... So how are you going to present it? A big wordy document? A lengthy address? Slides full of bullet points? The best way to engage and involve people is through pictures. Strategy Builder shows you how to creatively combine the best strategy frameworks to orient and animate strategy discussion and development in your team. This visual, interactive guide, with illustrations by Visory, uses real world examples and practical tips to help you: Di

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