

**Strategy is about How to
overcome a high stake
challenge**



**Diagnosis of the
Challenge**

Guiding Policy

Coherent Action



Diagnosis

Hypotheses of **what is going on** &
how things are connected

What is holding you back?

Focus on The Crux

the hardest part of the problem



Guiding Policy

What are we going to do about this problem?

What is your Source of power?

Focus that power on a target that you can affect

*Most important tool: **Think Again***



Coherent Action

What are the **Concrete Steps** to tackle the challenge

Resolve Conflicts

Consider how to **Break Inertia**

*Most important tool: **FOCUS***



Bad Strategy

Missing Diagnosis

Just a set of unaligned goals

Fluffy, word salad

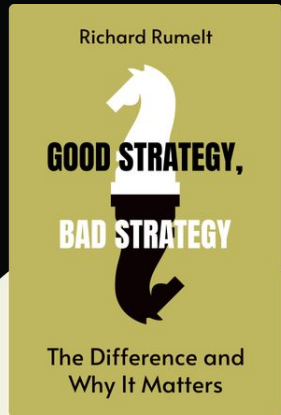
Incoherent Actions



Good Strategy, Bad Strategy

by *Richard Rumelt*

Good Strategy, Bad Strategy dissects good strategies by using historical examples from a variety of fields, and offers insight into developing our own effective strategies through practical advice and a solid blueprint.



[Key insights](#)





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