



Idealisation

STRATEGY OBJECTIVE

Simplifying complexity

Having a strategy for strategy

If you enter 'strategy' into Google you will receive the complexity of over 640,000,000 references to the word but most simply if you look at the top; 'a plan of action designed to achieve a long-term or overall aim'. So which one of these many references is correct? On one side you can put forward the case that there is no such thing as strategy as it is just what we do both in life and in business and on the other you can look at the great military strategists of antiquity and argue they would not have achieved such greatness without a keen strategic eye.

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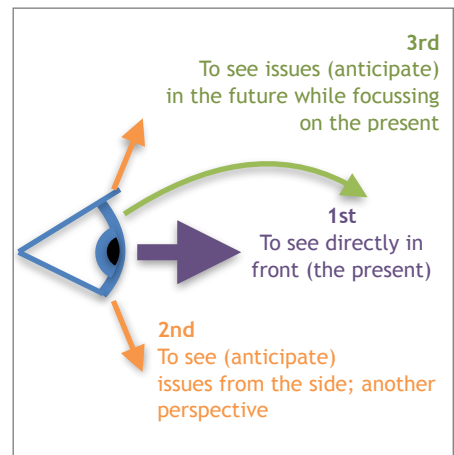
Where and what is strategy?

Probably the most comprehensive book written on business strategy was 'Strategy Safari' by Henry Mintzberg. This 'tomb' is the sort of book you purchase but never read, it is though, an extremely useful tool for any executive, providing perspectives and approaches to strategy that not only help you to understand yourself but also your board. Describing 10 schools of strategy, each having its merits and applications as well as its overuse and impracticality; as business is at its core an application of efficiency towards value.



Do you have a strategic third eye?

In chess they refer to third level thinking; the first level is playing the game in front of you, the second level is overtly controlling the game by playing ahead of your opponent (anticipating their moves), the third level is playing the game so that your opponent thinks you are in the first level and that they are controlling the game but actually you are in control of their thoughts and game. The average person's strategic eye sees in first mode; what is in front; good people see what is in front and around, exceptional people have the ability to do both and also look ahead, anticipating the future.



Strategy in practice

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Business is never static; details, direction and decisiveness are expected to both inspire staff and give certainty to stakeholders. Working to develop your strategy through your objectives, build the right application and the right timing. So essentially having trusted advice can be invaluable in making all the difference, we help you develop that:



The 10 schools: **Design** - formation/conception, **Planning** - process/planning, **Positioning** - offering/analytics, **Entrepreneurial** - vision/generation, **Cognitive** - mental/psychology, **Learning** - emergent/evolving, **Power** - negotiation/allying, **Cultural** - collective/spiritual, **Environmental** - reactive/sociological, **Configuration** - transformation/change.

Most popular schools	Design school 	Planning school 	Positioning school 	Entrepreneurial school 	Cognitive school
	Learning school 	Power school 	Cultural school 	Environmental school 	Configuration school

Case study

Osborne: strategic business unit venture

Planning a suitable strategy to inspire teams to direct its focus towards becoming a market facing business, recognising the environment, positioning business generation, profit and loss, creating a culture of customer first, configuring team for growth and coaching the management, to help the team through the different phases of business evolution, strengthening and supporting as the growth demanded.

'Valuable contribution in leading the Commercial sector business, knowledge and understanding of customers and marketing has helped us become a much more customer focused organisation.'

Andrew Osborne
Chairman



Images thanks to at Wix and FlatIcon



Examination Strategy Solution Strategy Implementation Strategy Environment Strategy Customer Strategy Team Strategy Objective Strategy Leadership Strategy Induction Strategy

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