

Decoding Strategy

*what it is &
what it is NOT*

Struggling with strategy?

**It's not you, it's how you
think about it.**

*Swipe right for the mind-shift you
didn't know you needed!*

**Let's look at 3 BIG
misconceptions about
strategy and then flip the
script with 3 truths you
can't afford to ignore!**

Strategy is NOT an Event



*Still planning that annual
'Strategy Day'? Stop! Strategy
isn't a one-day affair.*

Strategy is NOT a Plan



Budget sheets and to-do lists are great — but they're NOT strategy!

Strategy is **NOT Objectives**

Got goals? Great! But a list of objectives isn't a strategy.

Strategy IS Problem-Solving



*Ask not just what you want to achieve,
but what problems you're solving for
your customers!*

Strategy IS Choice

Strategy is the art of choice! It's not just what you're doing — it's also about what you're NOT doing.

Strategy IS Iterative



*Think your strategy is set in stone?
Think again! The best strategies
evolve, adapt, and learn from the
world they play in.*

Remember, strategy is dynamic, choice-driven, and always geared towards problem-solving.

Now go make strategy!