

**IS YOUR  
STRATEGY**

*all talk?*



**People often mistake strategy for wishful planning. Planning is all talk.**

**Want more out of strategy?**

***Think about it differently.***

**While planning speaks of intentions, strategy reveals actions.**

**Are you ready for the game-changing pivot towards better strategy?**



**Strategy  
is what  
you DO,  
not what  
you SAY.**

Words are cheap.  
Actions speak.



# YOUR CHOICE IS *strategy*

**This pivot pulls strategy out of  
planning and puts it on the  
playing field.**

**You can observe strategy, and  
account for how effective it is  
(or isn't).**



# Putting Strategy into Action

## START DOING

**Observe every decision: Do they resemble strategy?**

**Measure outcomes: Are they leading to your desired results?**

## STOP DOING

**Mistaking plans for strategy.**

**Ignoring misalignments: If something's off, adjust!**

## CHALLENGE

**For the next week, track your choices. Do they align? If not, adjust course.**



# Let's talk!

**Engaged or enraged?  
Leave your thoughts in the  
comments!**

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