

Do You Have *Competitive Advantage*?

Your challenges:

“We don’t have a proven process for developing strategy.”

“Our strategic planning process isn’t very effective.”

“The strategic plans we produce don’t lead to advantage.”

“People don’t use the strategic plan once it’s produced.”

“There isn’t a common understanding of strategy.”



The Deep Dive Strategy Development Process

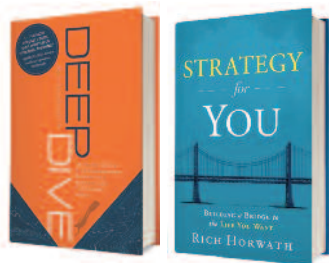
The Deep Dive Process has helped thousands of executives effectively and concisely think through their business landscape to develop successful strategic plans.

Rich Horwath can:

- Lead your team through the simple, five-step strategy development process.
- Develop a practical and profit-generating strategic plan that actually drives daily activities.
- Help you move your business from a “me-too” commodity to competitive advantage.

Why work with Rich Horwath?

He is the *New York Times*, *Wall Street Journal* and *USA Today* best-selling author on strategy



He combines the practical experience of a former Chief Strategy Officer with the expertise of a graduate school business professor.



Rich is a national thought-leader on strategy as seen on NBC and FOX TV.

“Your work had a dramatically positive impact on our business. In addition to the strong strategic plan we developed, you infused a new mindset into our organization that has created the strategic discipline to make important trade-offs and unleashed a powerful energy of confidence. One year later, I can say you’ve truly made a difference to our business.” —Don Pogorzelski, President, Genzyme Diagnostics

“Rich Horwath helped us take all that is typically generalized by ‘strategy’ and turn it into practical solutions for our management, and eventually, our entire company. We now have a repeatable process to capture key business insights, ensure strategic alignment, develop the company’s leaders of tomorrow, and most importantly, profitably grow our business. Rich did an outstanding job working with our strategic team.” —Tim O’Connor, Controller, Bangor Hydro Electric

Join these world-class groups and engage Rich today:

- FedEx
- Pfizer
- Kraft
- Motorola
- State Farm
- Novartis
- Young President’s Organization
- Society for Human Resource Management



Contact Rich Horwath today:

Strategic Thinking Institute
 14 Country Oaks Lane • Barrington Hills, IL 60010
 Phone: (847) 756-4707 • Fax: (847) 620-2228
www.strategyskills.com • info@strategyskills.com