

Challenges

"We don't have a simple and practical process for developing strategy."

"Our strategic plan is nothing more than a to-do list with a bunch of tactics."

"We don't have competitive advantage and risk becoming a commodity."

Solution: Rich Horwath

National thought leader on strategy

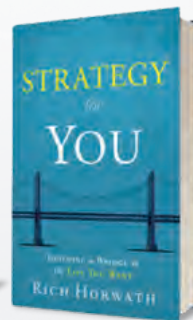


Bestselling author on strategy

The
New York
Times

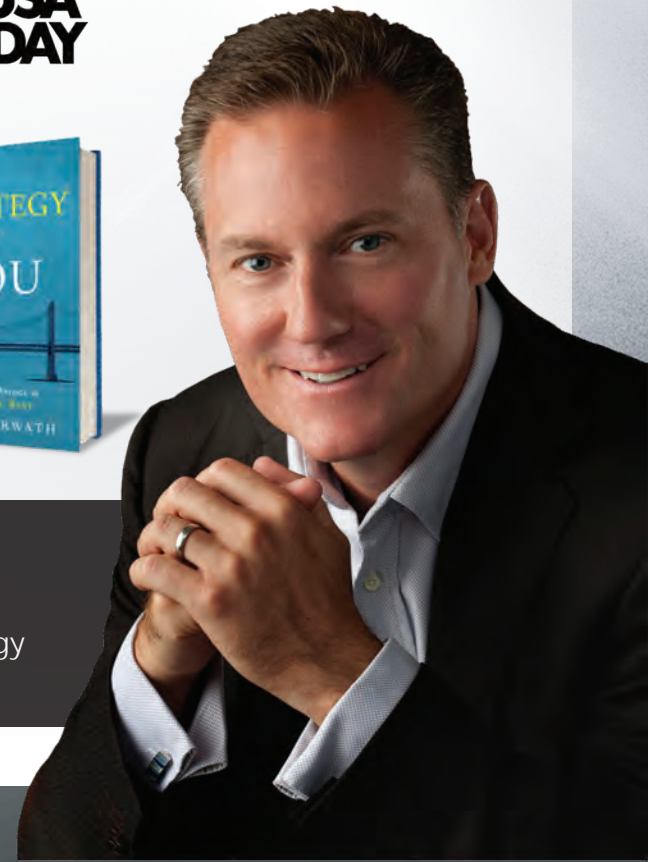
THE WALL
STREET
JOURNAL

USA
TODAY



Rich Horwath

Former Chief Strategy Officer and Professor of Strategy
President & CEO, Strategic Thinking Institute



Strategy 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.



Value

- Learn a simple, repeatable process for strategic thinking & planning
- Develop a practical plan that is actually used throughout the year
- Jumpstart your business from commodity to competitive advantage

Join these world-class organizations in working with Rich:

FedEx

Google

NOVARTIS


SANOFI

KRAFT


EMERSON

“ *COUNTRY Financial recently engaged Rich Horwath to lead its strategic review and planning process. We were not disappointed. Rich brought high energy and excellent methodology to this process. His deep understanding of strategic thinking, combined with his strong facilitation skills, lead to lively discussion and allowed us to reach consensus on clear direction and prioritization for our coming year.* ”

John Blackburn, CEO, COUNTRY Financial

Contact Rich today:
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Strategic Thinking
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