

**As iron  
sharpens iron,  
so man  
sharpens his  
fellow man.**

Proverbs



BE STRATEGIC OR BE GONE

**STRATEGIC THINKING**  
— INSTITUTE —

## Be Strategic...or Be Gone.

Research with 250,000 executives:

**"The #1 cause of business failure is bad strategy."**

**"The most important role of a leader is setting strategic direction"**

**"The leadership behavior most critical to a firm's success: 'strategic'"**



**Rich Horwath, Founder & CEO**

**Develop your executive team's strategic capabilities to set clear direction and create competitive advantage...before it's too late.**

*"I highly recommend Rich if you or your organization want to increase your strategic capability. Rich takes the complex topic of strategy and provides a straightforward framework and practical resources to advance strategic thinking."*

**Kristin Porter, People Talent, Intel**

### **Does your team face any of these challenges?**

**Lack of clear strategic direction**

**Leaders that are reactive and tactical**

**Lack of a common understanding and language for strategy**

**No framework or tools for thinking, planning, and acting strategically**

**Inconsistent process for discussing and developing strategy**

**Strategy meetings that are ineffective and unproductive**

**Business that is not profitable and at competitive disadvantage**

### **Solutions to meet your team's needs:**

**Strategic Workshops for Executive Teams**

**Strategic Coaching for Senior Leaders**

**Strategic Resources for Skill Development**



# Strategic Workshops for Executive Teams

*"Rich, thank you for working with our senior executive team to help make us better. I really have enjoyed the sessions and have gotten a lot of valuable insight, tools and frameworks to better help BCI succeed. These executive strategy sessions have given us very valuable strategy frameworks and tools we can use to help us focus on the right things at the right level. The strategic workshops have also allowed the senior team to have some of the tougher conversations that weren't happening. I look forward to future sessions."*

**T. Ralph Woodard, Jr., EVP and Chief Financial Officer, Blue Cross of Idaho**

## Popular strategic workshop topics:

- Strategic Thinking to Infuse New Life into the Strategic Plan
- Deep Dive on the Business to Set Strategic Direction
- Prioritizing Resource Allocation and Making Strategic Trade-offs
- Designing a Strategic Road Map for the Business
- Decision Making, Delegation and Clarifying Decision Rights
- Spanning Silos Across the Enterprise Through Enhanced Collaboration
- Assessing the Competitive Landscape to Create Competitive Advantage
- Innovative Thinking Techniques to Create New Value for Customers
- Business Model Innovation to Proactively Create the Future

## Process:

- Interviews with leadership
- Organizational Assessment
- Strategy Survey
- Pre-Meeting Work & Reading Assignment
- Virtual or live, highly-interactive workshops (Half-day, one-day, or multi-day)
- Workshop materials options include books, workbooks, and templates
- Follow-up sustainability resources (live and virtual)

## Benefits of engaging in strategic workshops:

- Leaders that can think, plan, and act strategically
- Clear and concise strategic direction that unifies the team
- Effective and efficient strategy conversations
- Expert strategic sounding board for executives
- Practical and engaging strategic capability development
- Common understanding and language for strategy
- Skills that create profitable growth and competitive advantage



*"Rich's Deep Dive Strategic Thinking session with our global leadership team was incredibly valuable, serving as a springboard for our strategic planning process. The workshop provided my executive team with a methodical way of thinking about strategy and the tools to do so. There has been an immediate impact in the elevation in the way in which my team is thinking about strategy for the long-term health of our business. I give Rich my highest recommendation."*

**Taryn Owen, President, PeopleScout**

# Strategic Coaching for Senior Leaders



*"No other coach has been more impactful on my professional and personal growth than Rich Howath. Every session with Rich results in improvements for me, both professionally and personally. Learning new ways to decision, solve and grow from Rich Horwath is the greatest gift my company provides to me."*

**Jenny Housely, Senior Vice President & Chief Marketing Officer, Blue Cross and Blue Shield of Kansas City**

**Study of 60,000 executives found that a strategic approach to leadership was 10 times more important to the perception of effectiveness than any other behavior studied.**

*—Harvard Business Review*

## Do you face any of these challenges?

- "I don't invest enough time in my professional development and there are areas of strategic leadership where I can and should be better."
- "I could benefit from structure and tools to think strategically about the future of the business."
- "I don't have a strategic partner to brainstorm big ideas, think out loud with, and be a sounding board for important decisions."
- "The business is at a critical inflection point and I want to ensure that I'm not missing things."

## Process

- Initial conversation to gain an understanding of the context and explore needs.
- 80-question Strategic Approach Assessment to provide an in-depth view of the individual and their organization.
- Identification of business issues and developmental areas of focus.
- Monthly interactions via video, phone, email, and in-person to discuss issues and review work.
- Strategic Coaching engagements are structured in 6-month or 12-month blocks.

## Benefits of engaging in Strategic Coaching with Rich:

- Customized strategic leadership development using select tools from more than 100 proprietary resources included in the Strategic Approach System.
- Enables you to confidently set strategic direction and minimize risk because you can discuss your key business issues and plans with one of the top strategy experts in the world.
- Allows for honest, objective feedback and gives you a safe harbor to "think out loud."
- Continuous source of strategic insights to help you achieve your business goals.

*"Rich Horwath does an exceptional job of quickly understanding your business and then applying the most effective and efficient strategic tools to add significant value to the organization. I would very much recommend Rich to any leader that is looking to improve their strategic thinking, planning and execution to help enhance both top and bottom line. His Strategic Coaching program was a great experience!!"*

**Mike Pietsch, Executive Vice President, Carmex**

# Strategic Resources for Skill Development

*"Rich has done the impossible—he has created an engaging, insightful, and thoroughly entertaining book on strategy that will improve strategic thinking and planning in any organization from the C-Suite to your frontline workers. StrategyMan saves the day—this is the most creative business book I've ever read."*

**Bradley Hartmann, President & CEO, Red Angle**

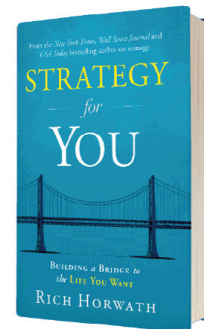
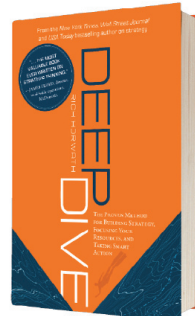
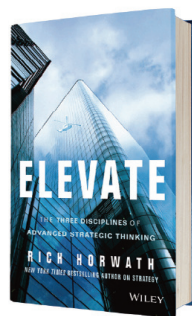
## Books and Audio Books

There are four books covering all aspects of strategic capability development, including the 3A Strategic Thinking Framework, defining strategy planning terms, assessing the competitive landscape, innovative thinking techniques, and much more. *StrategyMan vs. The Anti-Strategy Squad: Using Strategic Thinking to Defeat Bad Strategy and Save Your Plan* was named "Best Strategy Book of the Year" by Axiom Business Book Awards. The Strategist Journal provides leaders with a place to record their insights and complete strategic thinking exercises throughout the year to develop their capabilities over time.

## BESTSELLING AUTHOR ON STRATEGIC THINKING

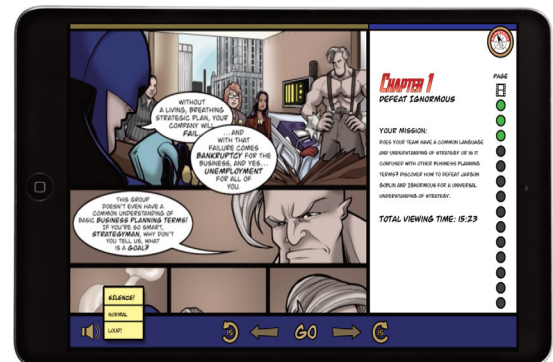
The  
New York  
Times

THE  
WALL STREET  
JOURNAL.



## Online Courses

Based on the *New York Times* and *Wall Street Journal* bestselling books on strategic thinking and planning, there are four online courses to choose from to develop your strategic capabilities. Featured is the award-winning StrategyMan Learning System, a gamified, 12-level program with video animation and 120 questions to ensure learning traction and application of the strategy content to your business.





# Strategic Resources for Skill Development

*"I learned more useful and practical strategy tools in one day with you than in five days at the Wharton Executive Education Program on Strategy. Your Strategic Thinking program was much more of what I was looking for: using practical tools to help develop a strategy."*

**Michael Tomcsanyi, National Director, Sunovion**

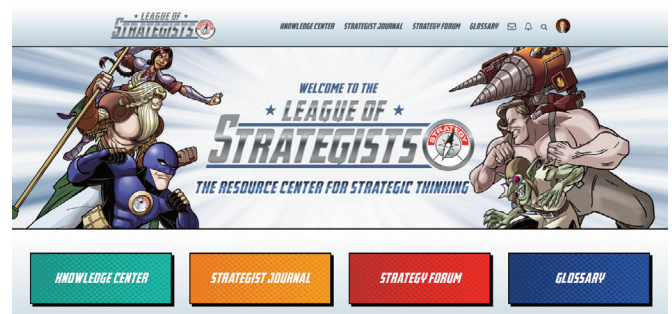
## Microlearning Program

To develop any skill, you need to practice over time. The Strategy Espresso Microlearning Series provides up to two years of weekly practice to develop your strategic capabilities.



## Resource Center

The League of Strategists Resource Center is a digital hub containing hundreds of strategic thinking and planning resources in the form of articles, podcasts, videos, infographics, Strategist Journal, and a glossary to ensure you have a constant stream of developmental content.



## Meta-Strategist Academy

A resource center designed to support those who would like to use this content to teach others how to think, plan, and act strategically. The license includes access to slide decks, workbooks, facilitator's guides, videos, and templates.



# The Strategic Thinking Institute

## *Teaching the World to Be Strategic*

The Strategic Thinking Institute helps executive leadership teams set strategic direction and create competitive advantage for their business by providing sustainable strategic capability development through workshops, coaching, and proprietary tools from the *New York Times* bestselling books on strategy. Rich Horwath, founder and CEO, has helped more than 200,000 leaders around the world develop their strategic thinking and planning capabilities by creating hundreds of proprietary strategy tools to help executives lead strategically.

Rich is a *New York Times* and *Wall Street Journal* bestselling author of seven books on strategy and has appeared on ABC, NBC, CBS, and FOX TV. As a former Chief Strategy Officer and professor of strategy at the graduate level, Rich's work has appeared in publications including *Fast Company*, *Forbes*, and the *Harvard Business Review*. He has been described by the Association for Talent Development as "the strategic thinking guru," and has been introduced by *Chief Executive Magazine* as "the world's foremost expert on strategic thinking." He resides in Barrington, Illinois with his wife and two children.

As featured on:



Join these organizations in developing your executive team's strategic capabilities:



Visit [www.StrategySkills.com](http://www.StrategySkills.com) to schedule a call to discuss your needs