



Strategic Fitness

Strategic Fitness represents the ability to continuously learn from your business situation and interactions and transform those insights into competitive advantage.



10,000 senior executives

chose "strategic"

97% of the time

when asked to select the leadership behaviors most critical to their organization's future success



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The single most important skill needed for any CEO today is strategic acuity.

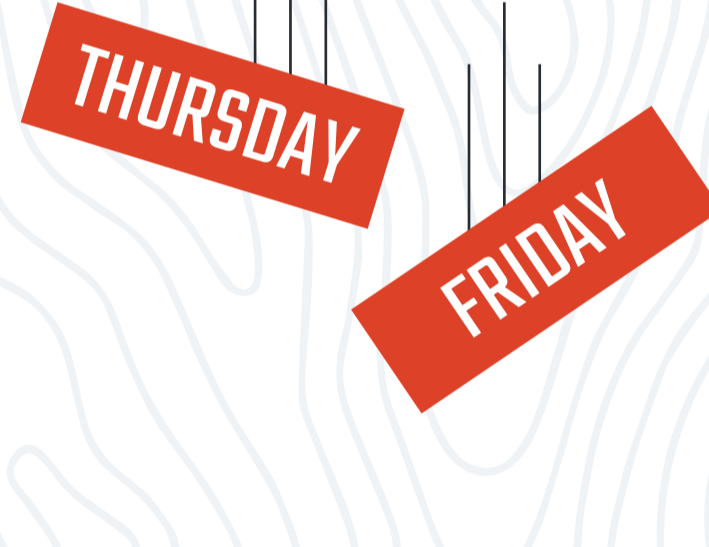
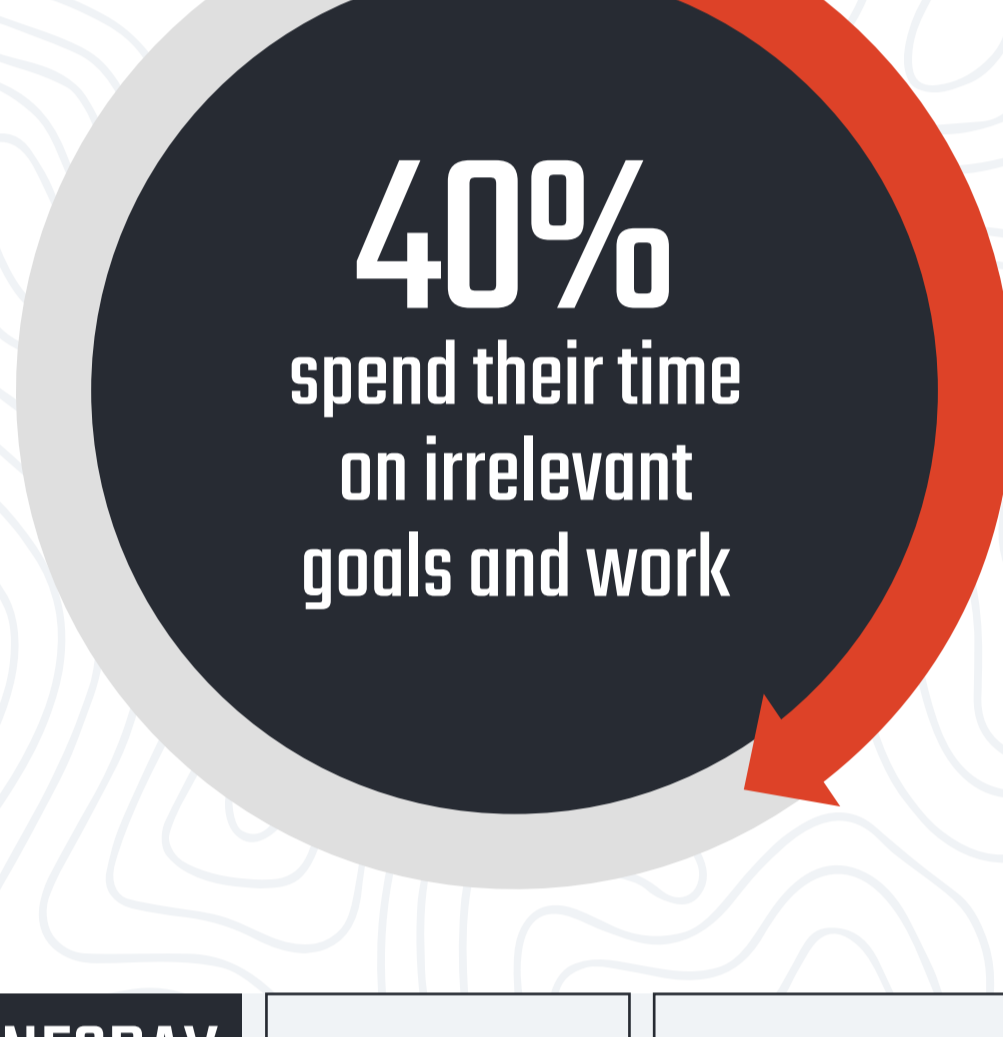
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Indra Nooyi
former Chairman and CEO of PepsiCo



350,000

people worldwide



A survey of 350,000 people worldwide found that people spend 40% of their time on things that are completely irrelevant to their goals and work. This equates to wasting two out of five days of the work week.

Strategic: Possessing insight that leads to advantage.



When we use this definition of **strategic**, it helps us clarify what **is** and **is not** strategic. A person, or plan can be strategic because both have the potential to possess insight that leads to advantage.

“strategic objective”

“strategic imperative”

The word “strategic” is plastered in front of a lot of other words to make them sound important, but their meanings don’t hold up. Phrases such as “strategic objective” or “strategic imperative” are examples of terms that sound proper but don’t pass the test of being able to house and leverage learnings. Eliminate the overuse of the term “strategic” and you’ll clarify and simplify communication amongst your team.



Elite executive performance requires the discipline to practice strategic fitness—

applying tools and techniques to generate a flow of continuous learnings that result in your ability to provide superior value. After all, practice makes profit.

