

STRATEGYMAN LEARNING SYSTEM®



THE QUEST TO BECOME STRATEGIC STARTS HERE

What happens when a superhero comic book and strategy textbook collide in an explosion of video animation, epic music, and high-level strategy content? The StrategyMan Learning System (SLS) is an online gamified training program to help you master what research has shown to be the most important business skill to possess: strategic thinking.

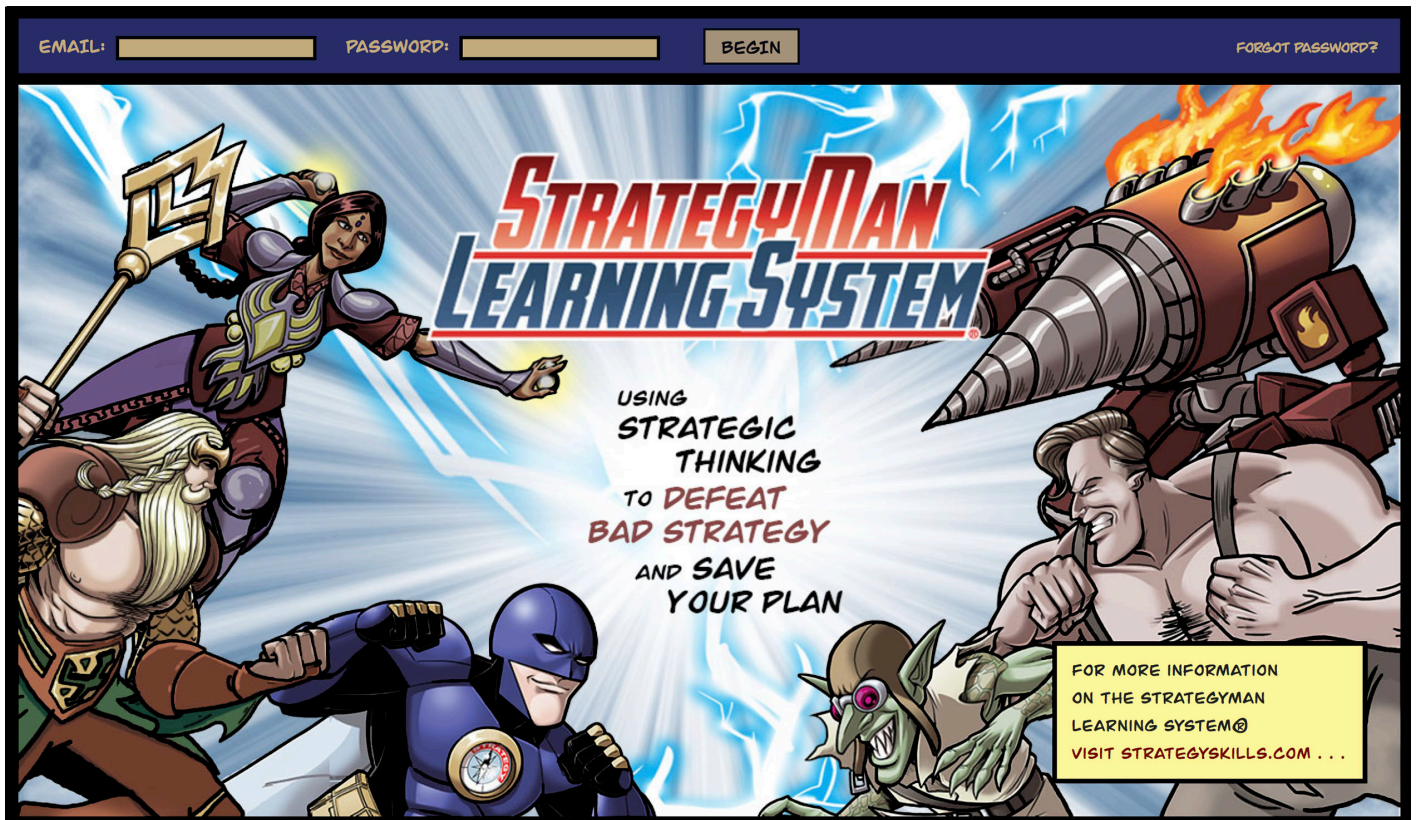
The StrategyMan Learning System follows the story of the fictitious company TechnoBody as they battle the Anti-Strategy Squad in an attempt to save their business from strategycide. Studies from Stanford University show that people remember 6-7 times more information when it's presented in a story format. The SLS consists of 12 levels, with each level containing a mission that managers must complete and a villain to defeat. Follow along with the engaging animated graphic novel and master the following topics:

- Level 1: Strategy Defined & the GOST Framework
- Level 2: Purpose: Mission, Vision and Values
- Level 3: The 3A Strategic Thinking Framework
- Level 4: Competitive Differentiation
- Level 5: Innovation Tools & Techniques
- Level 6: Internal Communication: Leading Strategic Meetings
- Level 7: Strategic Decision Making
- Level 8: Focus and Strategic Trade-offs
- Level 9: Using SWOT Analysis for Strategy Development
- Level 10: Effective Strategy Execution
- Level 11: Championing Strategy Through Culture
- Level 12: Tactical Execution

At the end of each level, you'll face three challenges in the form of knowledge questions, scenarios, and strategy exercises. This comprehensive program contains 84 knowledge questions, 36 scenarios and 20 strategy exercises for a total of 140 potential points to score. Viewing time is approximately three hours.

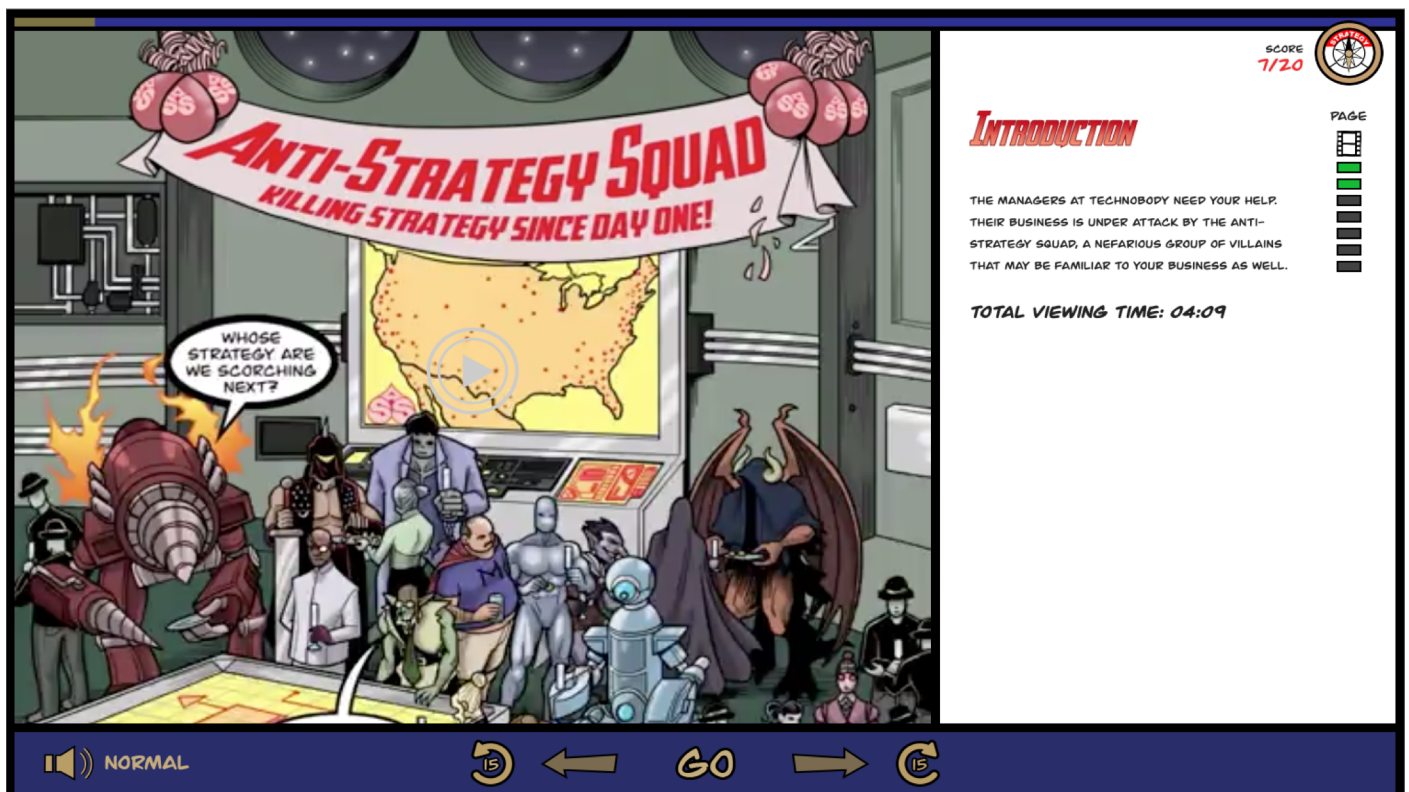
LOGIN SCREEN

You will receive an email to create a unique password to log in.



PROGRAM VIEWER

The program begins with the Introduction section, which leads into Level 1.




RECON


After viewing each chapter, you will answer knowledge questions.

CHAPTER 1
RECON: DEFEAT IGNORMOUS

GOALS AND OBJECTIVES REPRESENT:

- A. THE ABILITY TO DELIVER SUPERIOR VALUE BASED ON DIFFERENTIATED ACTIVITIES.
- B. THE PURPOSE OF THE BUSINESS.
- C. WHAT YOU ARE TRYING TO ACHIEVE.
- D. LONG-TERM TARGETS.


STRATEGYMAN
02


IGNORMOUS
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SCORE
02/243

RECON

SKIRMISH

WEAPON

NEXT...


SKIRMISHES


Next, you'll be asked to assess strategy situations to identify the best course of action. These scenarios help to transform thinking into action.

CHAPTER 1
SKIRMISH: DEFEAT IGNORMOUS

A CROSS-FUNCTIONAL MEETING BETWEEN SALES, MARKETING, HR AND FINANCE GRINDS TO A HALT BECAUSE PEOPLE ARE USING DIFFERENT BUSINESS PLANNING TERMS. WHAT WILL YOU DO?

- A. CALL A TIMEOUT AND HAVE EACH TEAM SHARE THEIR PLANS IN MORE DETAIL SO EVERYONE CAN BETTER UNDERSTAND EACH OTHER'S PERSPECTIVES ON THE BUSINESS.
- B. LEVEL SET THE GROUP ON THE DEFINITIONS OF THE BASIC BUSINESS PLANNING TERMS AND PROVIDE EXAMPLES OF EACH SO PEOPLE ARE WORKING OFF A COMMON LANGUAGE.
- C. HAVE EACH GROUP PROVIDE EXAMPLES OF THEIR GOALS, OBJECTIVES, STRATEGIES AND TACTICS AND THEN LOOK FOR COMMONALITY IN THE USE OF TERMS TO ARRIVE AT A SHARED MEANING.


STRATEGYMAN
04


IGNORMOUS
01

SCORE
04/243

RECON

SKIRMISH

WEAPON

NEXT...

WEAPONS

To apply learnings, download a template to complete a strategy exercise.

CHAPTER 1

WEAPON: GOST FRAMEWORK

RECORD YOUR GOALS, OBJECTIVES, STRATEGIES AND TACTICS IN THE ATTACHED TEMPLATE.
REVIEW AND CHECK OFF EACH CRITERION YOUR WORK MEETS:

- ☒ THE GOALS EXPRESS WHAT GENERALLY YOU ARE TRYING TO ACHIEVE.
- ☒ THE OBJECTIVES EXPRESS WHAT SPECIFICALLY YOU ARE TRYING TO ACHIEVE.
- ☒ THE OBJECTIVES ARE QUANTIFIED AND HAVE A TIME FRAME ATTACHED.
- ☒ THE STRATEGIES EXPRESS HOW GENERALLY YOU WILL ACHIEVE THE GOALS.
- ☒ THE TACTICS EXPRESS HOW SPECIFICALLY YOU WILL ACHIEVE THE GOALS.

GOST FRAMEWORK

In the table below, record a goal, objective, strategy and tactics for your business.

Goal	
Objective	
Strategy	
Tactics	

Notes:

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STRATEGYMAN
07

IGNORMOUS
02

RECON
SKIRMISH
WEAPON

DOWNLOAD THE CHART TO COMPLETE THE EXERCISE AND SCORE YOUR POINTS...

RESULTS

After completing the knowledge questions, scenario assessments and strategy exercises, receive your chapter score and "level up."

CHAPTER 1

WEAPON: GOST FRAMEWORK

CONGRATULATIONS! YOU DEFEATED ANOTHER MEMBER OF THE ANTI-STRATEGY SQUAD AND HAVE ADDED VALUABLE KNOWLEDGE, SKILLS, AND TOOLS TO YOUR STRATEGY ARSENAL. WHEN YOU'RE READY, SELECT "LEVEL UP" TO FACE YOUR NEXT VILLAIN.

POW!

TOTAL SCORE: 07/243

STRATEGYMAN
07

IGNORMOUS
02


LEVEL UP: CHAPTER 2

RECON
SKIRMISH
WEAPON

DASHBOARD

Access the Dashboard any time by clicking the compass.





TOTAL SCORE
118

RICH HORWATH
EPIT

CHECK THE LEADERBOARD

CONTINUE YOUR MISSION

MANAGE YOUR TEAM

INTRODUCTION

CHAPTER 1
STRATEGY DEFINED

CHAPTER 2
PURPOSE

CHAPTER 3
STRATEGIC THINKING

CHAPTER 4
COMPETITIVE DIFFERENTIATION

CHAPTER 5
INNOVATION

CHAPTER 6
INTERNAL COMMUNICATION

CHAPTER 7
MULTITASKING & DECISION MAKING

CHAPTER 8
FOCUS & TRADE-OFFS


CHAPTER 9
STRATEGY DEVELOPMENT

CHAPTER 10
STRATEGY EXECUTION

CHAPTER 11
CHAMPIONING STRATEGY


CHAPTER 12
TACTICS

SCORE
118/140



LEADERBOARD


Participants and administrators can monitor progress on the Dashboard.



TOTAL SCORE
07

FARAH AFNAN

RETURN TO MY DASHBOARD



RANK	NAME	POINTS	LEVEL
01	ANDRES MARTINEZ	243	12
02	DAVID VAN SLYKE	240	12
03	JULIA PENN	229	11
04	GARY GUNTER	225	11
05	AUSTIN SHUPE	210	10
06	SAWYER SHUSTER	180	08
07	DAMIEN CECERE	176	08
08	SHAYR DAVIS	156	06
09	GARY NELSON	151	05
10	FARAH AFNAN	07	01

SCROLL UP SCROLL DOWN

PROGRAM CERTIFICATE

Participants will receive a program certificate upon successful completion.



To watch an overview of the StrategyMan Learning System online program: <https://www.youtube.com/watch?v=GySgl2tMrD8>