



To become great at anything, you need to practice it on a regular basis. Strategy is no different. Doing strategy only once-a-year during the strategic planning process means that you will be stuck at the tactical level. If you want to become highly strategic, you need to practice thinking strategically. The Strategy Espresso Series gives you that practice.

A study of more than 10,000 executives showed that the #1 most important leadership competency today is strategic thinking. But, only 23 percent of managers are strategic. The Strategy Espresso Series provides you with the catalyst to think strategically on a weekly basis.

Led by *New York Times* & *Wall Street Journal* bestselling author on strategy Rich Horwath, Strategy Espresso provides you with both classic and current topics on business strategy to apply to your work. It's delivered directly to subscribers each week so there's no work on the users part to access the highly relevant content. Subscribers receive an email with an article, video, podcast or other resource along with prompts to apply it to their work.

Whether you're looking to provide continuous learning and evolution of people's knowledge and skills following one of Rich's developmental programs or seeking a new way for your team to start thinking and acting more strategically, Strategy Espresso is your solution. For roughly the cost of two cups of Starbucks' coffee a week, you can feed the development of today's most important business skill: strategic thinking.



STRATEGY FACILITATION



LISTEN TO THE PODCAST

How often does your team meet to discuss strategy? Do these meetings stay at a strategic level or quickly descend into a tactical discussion?

SPAN THE SILOS



Do silos exist in your organization? How often do you discuss your goals and strategies with people from other functional areas?

MASTER THREE DISCIPLINES

To build a competency in strategic thinking, answer three key questions:

 ACUMEN: What is my key takeaway, learning or insight?	 ALLOCATION: What trade-offs do I need to make with my time, talent or budget?	 ACTION: What do I need to focus on in order to achieve my goals?
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1. Lacks Action "Ready-Aim-Aim"
2. Lacks Acumen "Ready-Fire-Aim"
3. Lacks Allocation "Ready-Fire-Fire"
4. Strategic Thinker "Ready-Aim-Fire"