Strategic Thinking

A nine step approach to strategy and leadership for managers and marketers

Simon Wootton & Terry Horne

These 9 systematic steps will help you to:

ESCAPE FROM THE PAST
1. Gather strategic intelligence
2. Assess strategic capability
3. Create strategic knowledge

FOCUS ON THE PRESENT
4. Make strategic predictions
5. Develop strategic vision
6. Create strategic options

INVENT THE FUTURE
7. Take strategic decisions
8. Create and communicate market-led strategy
9. Plan and manage projects to implement the changes

Authors of the best-selling books on 'the brain' and the 'management of change'
Contents

Preface iv
Acknowledgements v
Dedication vi
About this book vii

PART I. STRATEGIC LEADERSHIP 1

Section 1 Strategic leadership 2
Strategic leadership and conversational style 3

Section 2 Strategic leadership – brain-based communication 5

Section 3 Strategic leadership – the thinking skills required 7

Case Study Marketing leadership and management action 29

PART II. STRATEGIC THINKING – THE 9S® APPROACH 39

Step 1 Gather strategic intelligence 41
Step 2 Assess strategic capability 47
Step 3 Create strategic knowledge 63
Step 4 Make strategic predictions 64
Step 5 Develop strategic vision 67
Step 6 Create strategic options 72
Step 7 Take strategic decisions 83
Step 8 Create and communicate market-led strategy 92
Step 9 Plan and manage projects to implement change 115

PART III. THE NEXT STEPS 135

Next Steps 136

Final thought 137

Appendix A 139
Appendix B 140
Appendix C 141

References and recommended reading 142

Index 144