

RETHINKING STRATEGY AT THE TOP OF THE CYCLE

As we find ourselves at the top of the business cycle there is no better time than now to take a step back and reflect on the bigger strategic picture.

The 4 Pillars of Great Strategy

FOCUS

Companies should be able to answer the critical “Where to play and How to win” questions.

CHOICE

Companies that make conscientious decisions about who to work with (and why) tend to fare the best.

SYSTEMS

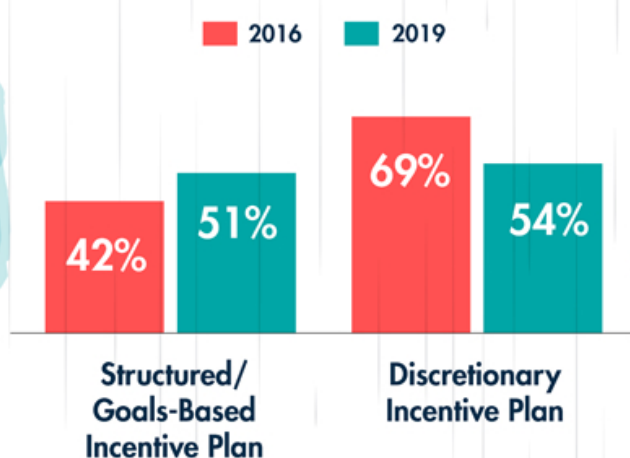
Now is the time for getting a framework in place for preparing your company for the next downturn.

IMPACT

Strategy has to be impactful for the organization as a whole, and perhaps most importantly, have a positive impact on the company’s financial statements.

How are you retaining your people?

Structured/goals-based incentive plans are on the rise



Stay True to Your Vision

To stand the test of time, organizations need to be clear on:

- Why they exist
- How they operate
- Where they are going
- What it will look like when they get there

