



The Strategy Builder: How to Create and Communicate More Effective Strategies (Hardback)

By Stephen Cummings, Duncan Angwin

John Wiley Sons Inc, United States, 2015. Hardback. Book Condition: New. 1. Auflage. 234 x 234 mm. Language: English . Brand New Book. A visual and interactive guide to building and communicating strategies that actually work YOUR STRATEGY HAS SEVEN SECONDS TO CAPTIVATE ITS AUDIENCE So how are you going to present it? A big wordy document? A lengthy address? Slides full of bullet points? The best way to engage and involve people is through pictures. Strategy Builder shows you how to creatively combine the best strategy frameworks to orient and animate strategy discussion and development in your team. This visual, interactive guide, with illustrations by Visory, uses real world examples and practical tips to help you: * Discover the five key foundations that every strategy should be built upon * Draw compelling and unique pictures that capture your organization s distinct strategies * Develop your skills as a leader of strategy discussions * Understand how to use interactive drawing to engage others and achieve buy in * Additional online resources available including Strategy Drawing Templates, plus Builder Slides and case studies materials for instructors. Locate the Companion Website link towards the bottom of this page to access these materials...



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