

Strategic Agility

The Ultimate Competitive Advantage

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Why is Strategic Agility Needed?



- The 21st century business world is different:
 - All but the most closely held Information easily available to anyone, anytime
 - Capabilities change overnight thru alliances
 - Talent is located around the world
 - Rate of market and technology change continues to accelerate
 - Paradigm shifting inflection points in many industries

Competitive advantages
are now temporary

Why is Strategic Agility Needed?



- Traditional management systems reinforce the status quo:
 - Waste enormous, valuable energy
 - generate and assess too much, inconsequential information
 - Drive the business thru annual planning and goal setting
 - slower cadence than relevant market and technology changes
 - Feature command and control decision making
 - slow to implement change and often removed from the customer
 - “Systems” build behavioral inertia
 - changing directions is too hard

**Today companies die by doing
what used to be the right thing
too long**

Why is Strategic Agility Needed?



If competitive advantages are now temporary...

...you need to identify and extract benefit from the temporary competitive advantages that present themselves.

If companies die by doing what used to be the right thing too long...

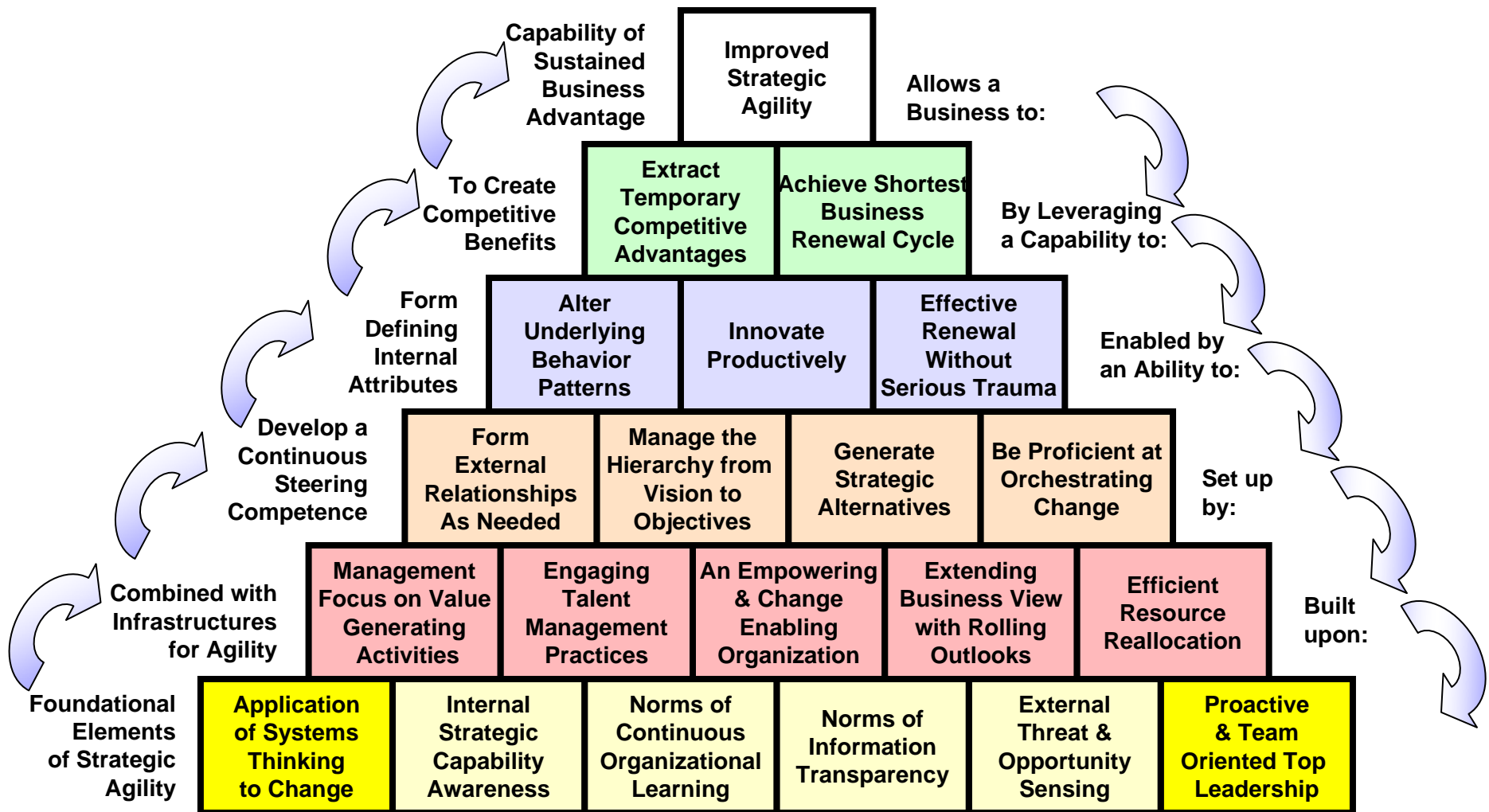
...you succeed over an extended period by achieving a short business renewal cycle.

Strategic Agility



The ability to sense and take advantage of opportunities by planning and executing far-reaching business changes swiftly and effectively as needed.

Strategic Agility Pyramid



Top 10 Strategic Agility Killers

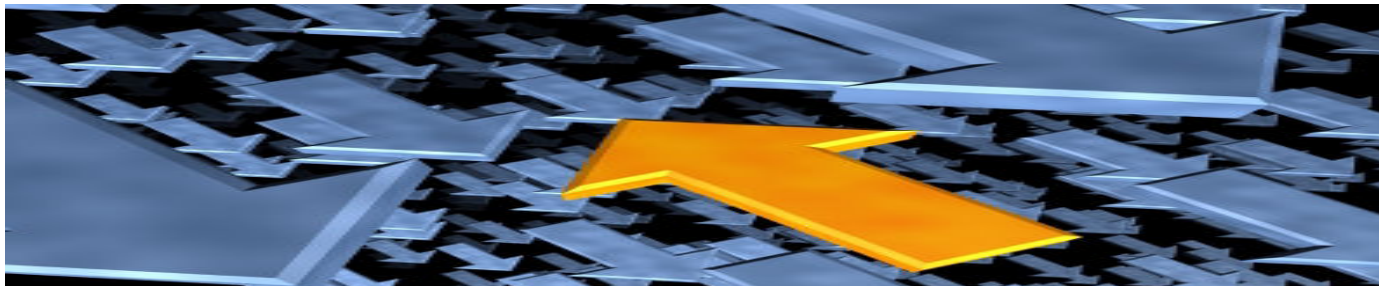


- Too many priorities
- Inadequate information flow
- Central command and control
- Denial, nostalgia, and arrogance
- Poor talent management practices
- Lack of a systems thinking approach
- The 'power' sits within functional silos
- Running the firm on an annual cadence
- Inability to reprioritize resources when needed
- Extensive job description/competencies 'complex'

Strategic Agility – The Ultimate Competitive Advantage



- Battlefield commander mantra: “get inside the enemy’s decision cycle”.
 - By retrieving, interpreting and acting on battlefield intelligence faster than an adversary you can perpetually be on the offensive



- Businesses with the strategic agility to get inside the competition’s “renewal cycle” have a sustainable advantage!

Learn More



- To learn more about getting an overview, seminar or assessment and help with the strategic agility of your business, contact Bob Becker today:
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