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SOLVING THE STRATEGY DELUSION

MOBILIZING PEOPLE AND REALIZING DISTINCTIVE STRATEGIES



Foreword by **Kevin Roberts** Worldwide CEO of Saatchi & Saatchi

Marc Stigter and Cary Cooper



Marc Stigter, Cary L. Cooper

Solving the Strategy Delusion Marc Stigter, Cary L. Cooper, 2015 Solving the Strategy Delusion matters to anyone interested in realising strategy in the 21st century The book challenges conventional and delusional approaches to strategy It offers different ways of seeing thinking planning acting and mobilising when it comes to making strategy happen in a world of volatility and complexity Solving the Strategy Delusion M. Stigter, C. Cooper, 2016-02-10 Solving the Strategy Delusion matters to anyone interested in realising strategy in the 21st century The book challenges conventional and delusional approaches to strategy It offers different ways of seeing thinking planning acting and mobilising when it comes to making strategy happen in a world of volatility and complexity New Leadership in Strategy and Communication Nicole Pfeffermann, 2019-08-23 This contributed volume provides new approaches fresh ideas valuable insights and latest research in leadership from strategic business model innovation to system design and humanity and is a knowledge source and inspirational guide for scientists and practitioners alike A key theme is the provision of an integrated perspective on leadership in strategy and communication which allow senior leaders managing di rectors project managers and individuals to 1 better link strategic busi ness innovation and leadership and 2 shift to the new human self lead ership paradigm and in particularly leadership advances that consider ideas from multiple disciplines and transgenerational views That includes a new understanding about knowledge learning and change and how leaders re discover and develop their human abilities which include intuition strength balance and clarity projection reflection and wisdom This volume also makes an important contribution to the evolving aca demic domain by providing the latest insights on trauma research DNA healing system re design and growth abundance mindset in the ad vanced co creation age Boards That Dare Marc Stigter, Cary Cooper, 2018-04-19 Boards That Dare offers actionable solutions to help board directors chairs and CEOs move away from outmoded thinking and practices THE CHALLENGE Corporate boards as fiduciaries are responsible for delivering maximum value and the highest standards of care The persistent misconception that boards should be driven primarily by shareholder value will soon be an outdated one and boards that continue to apply narrow interpretations of value and care are unlikely to survive THE OPPORTUNITY This book reveals a future proofing opportunity for courageous boards to redefine value and care for employees consumers communities society the environment and shareholders There is no point in trying to reframe value and care for a wider range of audiences if boards don t have the right capabilities and attitudes themselves THE SOLUTION Boards that Dare invites boards to challenge shortcomings in their own ability understanding and courage The book shows how boards embracing this new kind of broadened fiduciary dynamism will become future proof and realize sustained shareholder value as an output THE RESEARCH Based on the authors first hand experiences as well as their own research and interviews with board members and chairs of international private public and not for profit organizations this highly practical and cutting edge book delivers the necessary solutions on how to future proof today s boards Strateai

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