

# MASTER THE 4 DISCIPLINES OF STRATEGIC FITNESS

## Strategy Fitness

Strategy Fitness increases your ability to develop strategic direction, allocate resources, make decisions, and create competitive advantage.

- **Strategy:** A clear, consistent definition of strategy and how to develop it at all levels
- **Resource Allocation:** Techniques to make strategic trade-offs and focus resources
- **Decision Making:** Clarify decision rights and provide tips to increase delegation
- **Competition:** How to assess competitors and create competitive advantage

## Leadership Fitness

Leadership Fitness provides the fuel for your leadership philosophy, personal performance, mental toughness, and mastery of time and calendar.

- **Leadership:** How to craft your leadership philosophy
- **Personal Performance:** Keys to maximizing your individual value
- **Mental Toughness:** Habits to build your mental game
- **Time and Calendar:** Techniques to control your calendar and maximize time

## Communication Fitness

Communication Fitness enhances your facilitation of strategy conversations, stimulates intentional collaboration, conveys value to customers, and designs productive meetings.

- **Strategy Conversations:** Use dialogue, discussion, and direction to guide your team
- **Collaboration:** How to span silos and maximize cross-functional teamwork
- **Customers:** Tools to effectively manage both internal and external stakeholders
- **Meetings:** Lead more effective and productive team interactions

## Organization Fitness

Organization Fitness shapes your ability to create optimal organizational structures, evolve your business model, develop talent, and innovate.

- **Organizational Foundation:** How to optimize your structure, purpose, and culture
- **Business Model:** A simple formula to create, deliver, and capture more value
- **Talent and Succession:** Principles and tools to grow and develop your team
- **Innovation:** Techniques to generate, capture, and transform insights into new value

