



The Strategic Fitness System

WHERE EXECUTIVES BECOME ELITE

Continual Strategic Leadership Development for Executives

Greatness in any arena requires continuous practice. If you want to be a difference maker in your industry, then you need a place to practice the key business skills along with the knowledge and tools to get better. The Strategic Fitness System is a state-of-the-art, on-demand executive development platform for practicing how to think, plan, and act strategically. Created by *New York Times* and *Wall Street Journal* bestselling author Rich Horwath, it's based on twenty-five years of real-world experience helping more than a quarter million leaders develop their strategic capabilities. It offers unlimited access to over 50 strategic workouts and 200+ resources, including book chapters, white papers, videos, templates, journals, and other tools to enable you to maximize your strategic leadership potential.

"To me, the single most important skill needed for any CEO today is strategic acuity."

Indra Nooyi, former CEO, Pepsi

Research with 10 million workers found nearly 80% do NOT believe that their leaders have a clear direction for the organization.

Gallup

"The higher you go, the more valuable strategic thinking becomes. Both 'strategy development' and 'business strategy' are skills that set executives apart."

Money Magazine

IT'S TIME TO LEVEL UP

Become an Elite Executive With the Strategic Fitness System

STRATEGIC-FITNESS-SYSTEM.COM



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



PRACTICE MAKES PROFIT

What You Get: Continuous Executive Skill Development

STRATEGIC FITNESS WORKOUTS: WHERE EXECUTIVES BECOME ELITE

Complete Strategic Fitness training exercises in the areas of Strategy, Leadership, Organization, and Communication to successfully run your business and develop your skills.

Strategy Fitness

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

- STRATEGY
- RESOURCE ALLOCATION
- DECISION MAKING
- COMPETITION

Leadership Fitness

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

- LEADERSHIP
- MENTAL TOUGHNESS
- PERSONAL PERFORMANCE
- TIME & CALENDAR

Organization Fitness

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

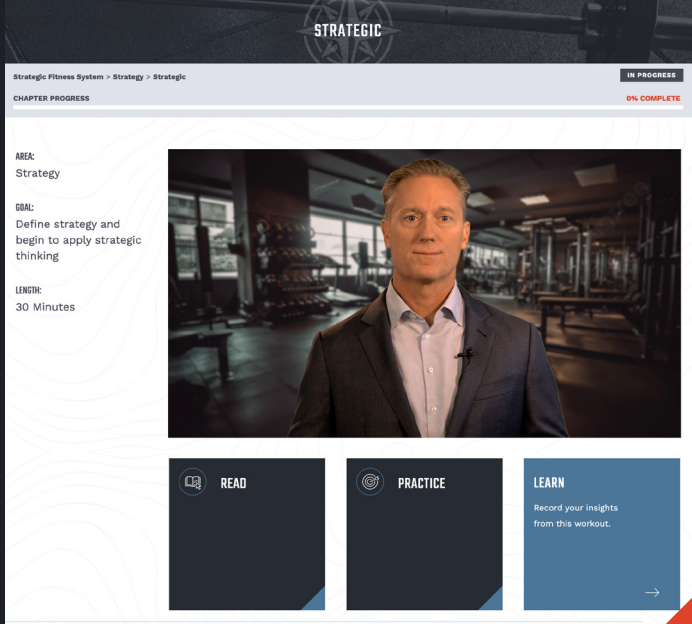
- ORGANIZATIONAL FOUNDATION
- BUSINESS MODEL
- TALENT & SUCCESSION
- INNOVATION

Communication Fitness

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

Workouts

Practice strategic fitness training exercises in the areas of strategy, leadership, organization, and communication to successfully run your business and develop your skills.



Workout Tracker

View the master menu for all the Strategic Fitness workouts, track your progress and earn your badges.

WORKOUT TRACKER

Make a daily commitment and add workout time to your calendar. Use the Workout Tracker to monitor your progress.

Expand All

Strategy Fitness

- Strategy (5 Workouts) Expand
- Resource Allocation (3 Workouts) Collapse
- Chapter Content 33% COMPLETE 1/3 Steps
- Strategic Use of Time
- Trade-off Matrix

PRACTICE MAKES PROFIT

What You Get: Continuous Executive Skill Development

Strategic Journal

A guide to structure your strategic thinking and planning time and a convenient place to capture and store your insights.



StrategyPrint

Create, review, and update your two page strategic plan to set direction for your business and guide your work.



MY MENU WORKOUTS TRACKER STRATEGYPRINT JOURNAL GLOSSARY BLOG FORUM DIPS ASSESSMENTS INSIGHTS

Strategist Journal

Intro

Q1 Outline

BEGINNING OF QUARTER

Contextual Radar

GOST Framework

Strategic Framework

DURING QUARTER

Insights

END OF QUARTER

The Strategic Use of Time

Time Tracker

Time Investment

Time Graph

Individual Trade-off Matrix

Business Trade-off Matrix

Meta-Insights

Q2 Outline

Q3 Outline

Q4 Outline

Q1 Outline

Strategist Journal Structure

The strategist journal is divided into four quarters. Each quarter contains the following elements:

Beginning of Quarter

Contextual Radar

List the factors that are top-of-mind for you in each of the four areas: organization, market, customers, and competitors.

GOST Framework

List your goals, objectives, strategies, and tactics.

Strategic Framework

Sketch out your key strategic themes (3-5 resource focal areas that will create differentiated value) and then attach the activities that will drive the fulfillment of the strategies.

During Quarter

Insights

Record new learnings about the market, customers, competitors, and organization, as well as questions that arise, potential strategies, etc. Insights can be coded to your preference with a date attached. Blank insight pages are included for items you wish to sketch for greater visual representation.

End of Quarter

Time Investment

Record the areas you invested time and then the total amount of time invested in each for the week.

Time Graph

Label the X-axis with the categories you spent your time in and label the Y-axis with the numerical hours. Then add up your time in each area and plot it accordingly on the graph. Connect the dots to view your pattern of time investment.

GET STARTED

MY MENU WORKOUTS TRACKER STRATEGYPRINT JOURNAL GLOSSARY BLOG FORUM DIPS ASSESSMENTS INSIGHTS

STRATEGYPRINT

Type in the boxes below to create your strategic action plan. Refer to and update your plan on a consistent basis to navigate your business and guide your daily activities.

SAVE Click the Save button and your work on the StrategyPrint will be saved for your next session.

PRINT

HERE: Where We Are Today

THERE: Where We Want to Be (1 Year)

HOW: We Will Move From Here to There

Company Insights

Market Insights

Competitor Insights

Customer Insights

Strategic Quotient (SQ):

Score from the assessment of a person's ability to think, plan, and act strategically as exhibited through their mindset and behaviors.

Strategic thinking:

The generation of insights to achieve advantage.

Strategy:

The intelligent allocation of resources through a unique system of activities to achieve a goal.

Strategy conversation:

A verbal interchange of thoughts that result in new insights on how to achieve a goal.

Strategy Fitness:

Your ability to develop strategy by allocating resources, making decisions, and creating competitive advantage.

StrategyPrint:

Glossary

Learn and refresh on definitions of essential business strategy terms.



PRACTICE MAKES PROFIT

What You Get: Continuous Executive Skill Development


Strategic Side Blog

Spark your thinking with fresh new concepts, tools, and techniques to raise your strategic game.




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BLOG




Strategic Thinking in the C-Suite
January 11, 2024




A New Tool to Navigate Your Business
January 12, 2024




Strategy Reflection
December 20, 2023



Crafting Your Strategy
December 7, 2023



Harvard Business Review Article on Becoming More Strategic
November 17, 2023



Do We Have a Real Strategy?
October 20, 2023

[VIEW ALL](#)

Forum

Interact with author Rich Horwath and other members by asking questions, sharing ideas, and developing best practices.



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Topic Title (Maximum Length: 80):

1 2 / 1000 0 DATE WHO WHO 00 00 11 / CODE 01.02.2024

Notify me of follow-up replies via email

[SUBMIT](#)

Daily Insight Practice (DIPS)

A new quotation each day you can apply to your business and practice developing insights.



DAILY INSIGHT PRACTICE [DIPS]

Research with 400 talent management executives showed less than half believe their organizations have either a universal definition (44.3%) or a common language (46%) for strategy.



What Is Your Strategic Fitness Level?

Attending a three-day executive education program can be an important catalyst in your development, but it's obviously not enough to maintain skills and grow over time. If you do physical exercise three days out of the year, do you think you'll be physically fit? Of course not. The key question you have to ask is: What are you doing the other 362 days out of the year to get better? Do you have a place to continually practice the key business skills that will increase your executive performance? You do now – welcome to the Strategic Fitness System!

Join the echelon of elite executives and start enhancing your strategic fitness by visiting Strategic-Fitness-System.com to learn more and subscribe today.

GET STARTED AT STRATEGIC FITNESS SYSTEM.COM



The Strategic Fitness System

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