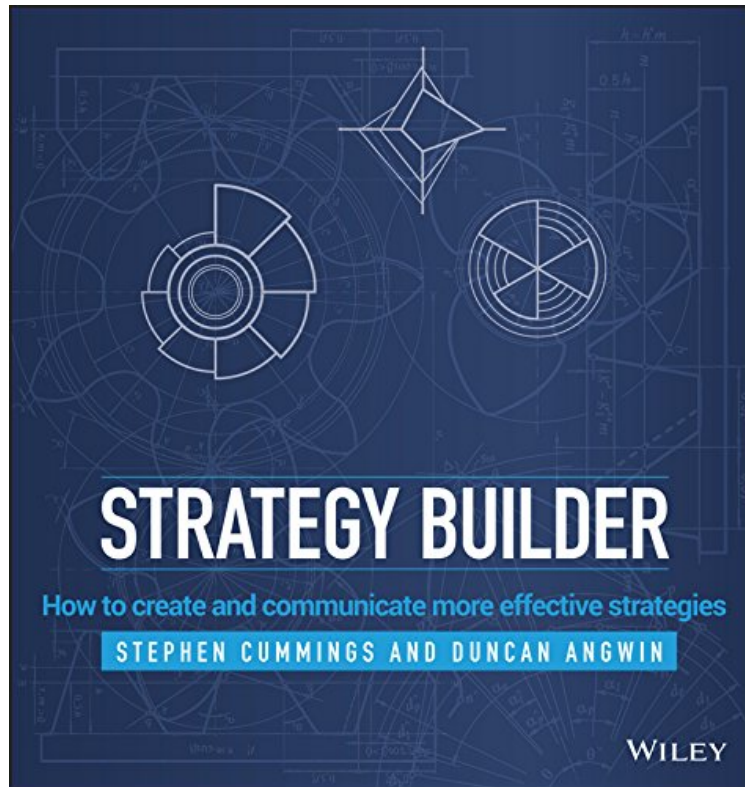


(Read free ebook) Strategy Builder: How to Create and Communicate More Effective Strategies

# Strategy Builder: How to Create and Communicate More Effective Strategies

*Stephen Cummings, Duncan Angwin*  
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#916875 in eBooks 2015-02-13 2015-02-13 File Name: B013RKYVDG | File size: 65.Mb

**Stephen Cummings, Duncan Angwin : Strategy Builder: How to Create and Communicate More Effective Strategies** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Strategy Builder: How to Create and Communicate More Effective Strategies:

0 of 0 people found the following review helpful. Five Stars By TaylorEF This is a fabulous resource for anyone trying to identify frameworks to help think through strategies. A must-have! 2 of 2 people found the following review helpful. A real how-to guide for strategy By Phil Guerin CMCT This is a book based on sound research and the insight of experienced practitioners yet it is easy to read and user-friendly. The basic premise is that strategy often fails to engage management teams and connect with staff because it is either too oversimplified or too complicated. Cummings and Angwin have evaluated a lot of commonly used tools and looked at what works and have put together a great tool kit for building real strategy that can be implemented. The Strategy builder uses some old tools but in new ways that aim to get real value from them by encouraging people to gather round and draw their strategy, physically linking the parts into a whole. If you have read enough spin about strategy pick up this book, read it then do it this way next time. I am a management consultant specialising in strategy implementation and I can see that strategy developed this way has a better chance of really happening. 0 of 0 people found the following review helpful. Useful and Practical Strategy Building Book By Derrick Kon The book provides a visual and interactive guide to building and communicating the most useful classic strategies. These strategies are grouped into 5 key categories: 1. Environment

Ecology  
2. Competitive Positioning  
3. Resources and Capabilities  
4. Strategic Growth Options  
5. Managing Performance Strategically

Some of the classic frameworks captured in the above categories include the following:- The value chain- The five forces of industry- Diamond of international competitiveness- Blue Ocean strategies

What I find useful is that for each framework it has these pages/sections:- When to use the framework- Components of the framework- Development of the framework- A real life worked example on using the framework- Common pitfalls that users may encounter with the framework- Space for the user to insert further notes and drawings

Overall, the book allows the reader to better understand how to use strategy frameworks who might find traditional strategy textbooks too wordy. Also, the approach used to discuss each framework will also definitely make the strategy building discussions more engaging and realistic thereby generating 'buy in'.

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. Test your strategic vision or develop a new strategic plan based on the best elements of key strategic frameworks by trying the FREE interactive Strategy Builder app, developed in association with StrategyBlocks, at [www.strategicplan.com](http://www.strategicplan.com)

Praise for Strategy Builder: Cummings Angwin are pioneers in introducing novel approaches in teaching and applying the principles of strategy --Robert M. Grant, Bocconi University, author of Contemporary Strategy Analysis

In a complex, fast changing world, where we are bombarded by words, numbers and reports, a visual-first approach to strategy provided by Strategy Builder is immensely helpful for inspiring and communicating a clearer vision of how to move forward. --Rachna Bhasin, VP Strategy, SiriusXM

At last someone has grasped this idea and come up with a way to help us demonstrate strategic plans and ambitions in a creative new way. --Vikki Heywood CBE, Chair of The Royal Society for the Arts

This wonderful book is the first to solve a near-universal problem: communicating strategic ideas is just as hard and just as important as coming up with them in the first place, and both are visual activities. The question is not 'Do you understand?' but 'Do you see?' --William Duggan, Professor, Columbia University, author Strategic Intuition

This book shows how to draw an organization's strategy so you see what's been considered, what's not been considered, and how things are related. Strategy building is presented as a fun and involving learning process. The approach is revolutionary in that it enables not only the development but also the easy sharing of strategic understanding. --Roger L.M. Dunbar, Emeritus Professor, Stern School of Business, New York University

What a great idea! The layout is also really thoughtful; it makes you immediately want to get out a pencil and start doodling. --Adam Martin, Customer Solutions Director, The Brakes Group

As a time pressed executive it was a delight to find a book that I can dip into to find the best strategic frameworks - those that have proved the test of time and academic scrutiny as being truly useful in the workplace. Even better for an inveterate scribbler: endorsement that a picture and 'permission to play' with ideas visually really does say a thousand words and more! --Sarah Mitson, Global Business Director, TNS Global

This is an invaluable resource for any executive wanting to improve engagement in strategy development and c

From the Back Cover **YOUR STRATEGY HAS SEVEN SECONDS TO CAPTIVATE ITS AUDIENCE** So how are you going to present your strategy? 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 strategy frameworks and interactive drawing to engage others and achieve 'buy in'

At last, a way to develop strategic plans and ambitions creatively! Strategy Builder provides vital new tools that could help to demonstrate strategic vision and deliver real strategic impact. --Vikki Heywood CBE, Chair of The RSA and former Executive Director of the Royal Shakespeare Company [www.wiley.com/go/strategybuilder](http://www.wiley.com/go/strategybuilder)

Try the Strategy Builder interactive app at: [www.strategicplan.com](http://www.strategicplan.com)

About the Author **STEPHEN CUMMINGS** is Professor of Management at Victoria University of Wellington and Academic Fellow of the International Council of Management Consulting Institutes. **DUNCAN ANGWIN** is Professor of Strategy at Oxford Brookes University and is widely published in strategic management

literature ([www.duncanangwin.com](http://www.duncanangwin.com)).