

FIVE KEYS TO SUCCESS FOR THE STRATEGIC LEADER

WITH PROFESSOR WILLIE PIETERSEN



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after the webinar



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Questions?
Use the Q & A Box

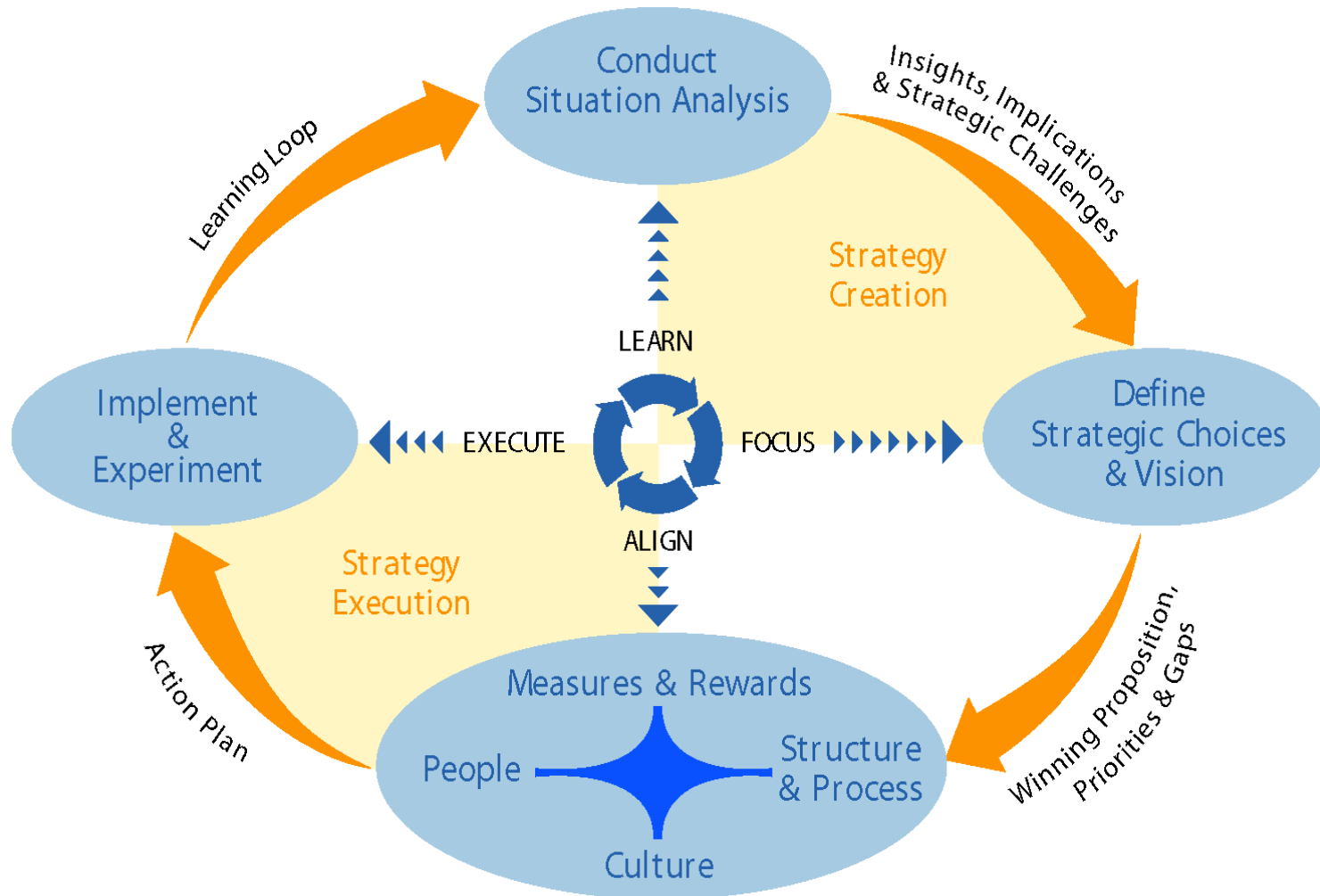


#1

In future our only sustainable competitive advantage will be our ability to learn faster than our competitors



Leading Through Strategic Learning



Hallmark Cards

“We help people connect with one another and give voice to their feelings.”

#3

Strategy is about
achieving
differentiation by
making choices



- Where will we compete and what is our aim?
- How will we win the competition for value creation in our chosen arenas?
- What will be our key priorities for success?

Google

“We organize the world’s information and make it universally accessible and useful.”

The Economist

“We explain the world to our readers.”

#4

Leaders must be able to
simplify a complex world



- Complexity creates confusion
- Confusion creates inconsistency
- Inconsistency creates failure

- *Marco Pierre White*

5

To move people at the deepest level,
you need compelling stories



Good stories
engage people emotionally
through vivid metaphors,
examples and pictures.