

戰 STRATEGY 略

By Luis Mago

THE ART OF WAR & 10 LAWS OF SUCCESS

The thirteen chapters of Sun Tzu's *Art of War* have been strategically merged with my *10 Laws of Success*, and meticulously related to the business area where the principles apply.

CHP.	SUN TZU'S ART OF WAR	LUIS MAGO'S 10 LAWS OF SUCCESS	BUSINESS AREA	HOW TO USE THE SECTION
1	Strategic Assessments	Strategy & Principles	Planning Sessions, Management based on Plan, Human Resources & Benefits	Use this section when the business requires strategic assessing, analysis or planing.
2	Doing Battle	Focus in the NOW	Financial Plan, Budget Cash Flow, Priorities & KPIs Management	Use this section when making decisions, assessing their impact and/or expanding your business model.
3	Planning a Siege	Trust	Business Assessments, Conflict Management, & Pricing Strategies	Use this section when confronting conflict, changes in price strategy, reviewing recommendations or starting a new task.
4	Formation	Awareness	Innovation, Positioning, USP, & Copy Strategy	Use this section when defining USP, identifying organizational development problems, addressing copy development challenges, and when you feel that the organization is not following or diverting from the strategy-based plan.
5	Force	Obedience	Sales Structure & Organization Development (Lead Generation)	Use this section when you want to empower, improve, create, and reach sales or organizational goals.
6	Emptiness & Fullness	Endurance	Marketing Strategies, Research & Advertising	Use this section when the organization has lost focus or believes there are not sound business opportunities in the marketplace.
7	Armed Struggle	Love	Roles & Responsibilities, Top Management (Leaders), Communicational Strategies	Use this section when you find yourself or the organization not flowing, in distress or in conflict.
8	Adaptation	Strategy & Endurance	Improving our Capabilities, Short, Medium, Long Term Plans	Use this section when you feel discouraged by the team, progress vs. plan, results, organizational structure, etc.
9	Maneuvering Armies	Work	Management Team Alignment, Business Productive Principles, Public Relations	Use this section when you are aligning, need to increase productivity or are assessing performance and processes
10	Terrain	Awareness	Our Position in the Market, Abreast with Best Practices, Marketplace & Competitors	Use this section to keep your sales and organization teams communicated with you and each other, in training employees to ensure maximum sales and superior customer service potential, and to compile and organize KPI data to develop further innovative action.
11	Nine Grounds	Honor & Focus in the NOW	Our Company Culture, Business Campaign Stages, Industry(ies)	Use this section to build your company culture, empower others to act as principle-based leaders, or to identify your priorities vs. current situation.
12	Fire Attack	Success & Internal vs. External Balance	Marketing Plan, Non-emotional Management, Customer Service	Use this section everytime you have a business meeting, serve a customer or vendor, or when a marketing challenge or issue arises.
13	On the Use of Spies	Obedience & Awareness	IT, Information*, Data, Accounting, Legal & Leadership	Use this section when it is required to develop a new strategy, adapt/change strategies or expand the amount and quality of your data, information and leadership resources.