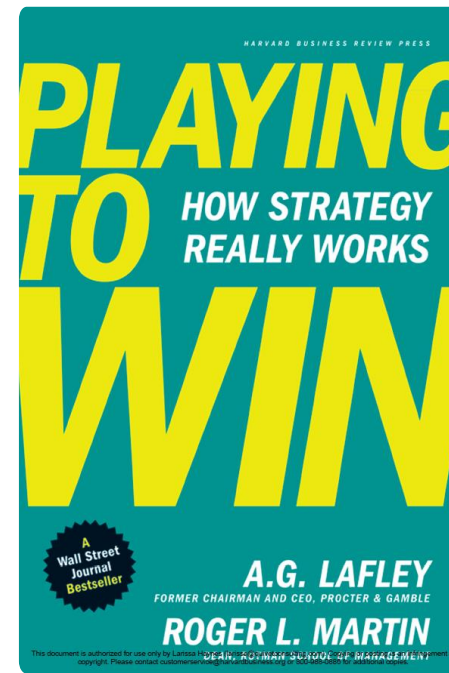


# Playing to Win Strategy Sessions

Facilitated strategy sessions based on the bestselling book by A.G. Lafley, former CEO of Procter & Gamble, and Roger Martin of the Rotman School of Management revealed a tested approach to strategy based on making the right choices to stay ahead of the competition.



## #1 Strategy Is About Making Choices

To win, a company must choose to do some things and not others.