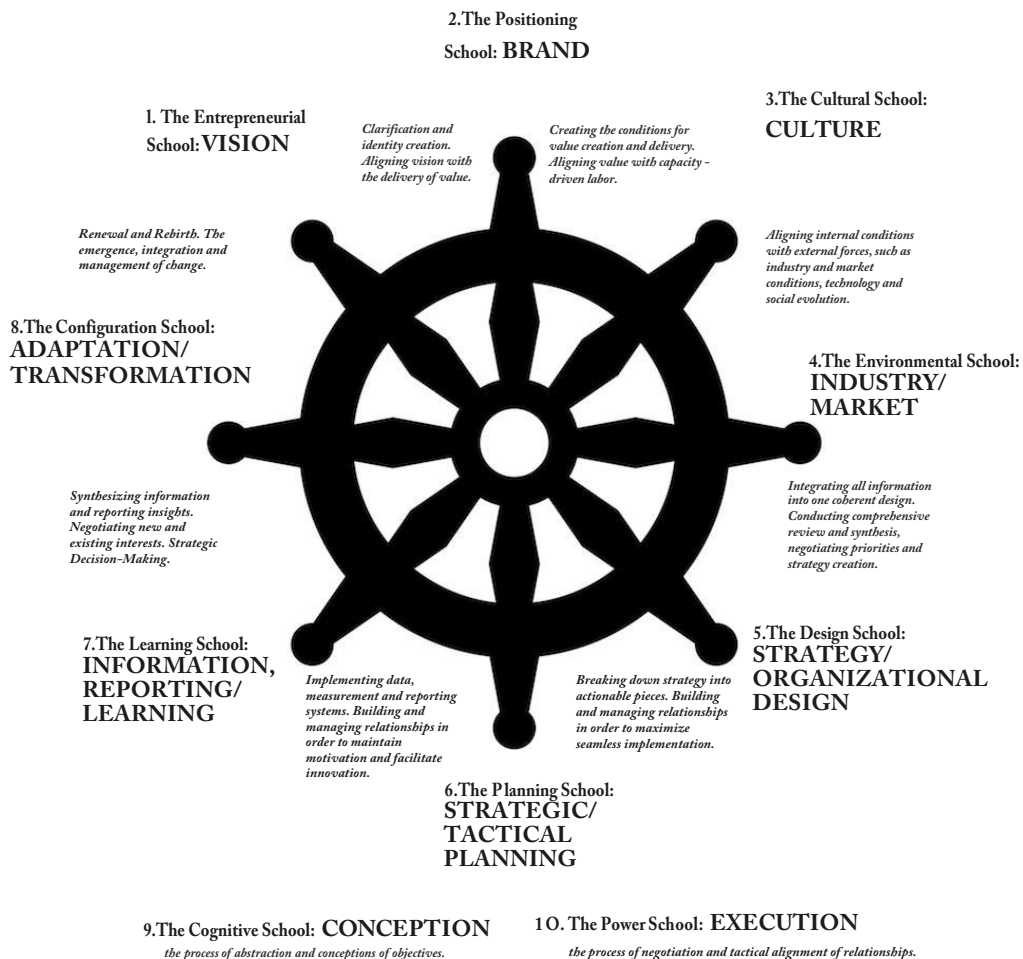


# STRATEGY SAFARI

In *Strategy Safari*, Mintzberg, Ahlstrand and Lampel outline ten schools of thought that relate to how organizations typically view and approach strategy. We have adapted these schools with our understanding of strategy, through the entrepreneurial process:



*Note: we emphasize here that Mintzberg did not advocate these schools as a cyclical process, and in fact discouraged it. He argues that companies may be engaged in one or more stages at any given time of the strategic life-cycle. Thus, what we present here is just one way of conceptualizing and bringing together the schools of thought that specifically aligns with the realm of the entrepreneur, therefore beginning with the Entrepreneurial School of Thought.*