

We help people & companies Grow & Succeed.



THE HARD FACTS ABOUT STRATEGY



What it is and what it is not?

<https://mascothedge.com>



FOLLOW

We help people & companies Grow & Succeed.



The Hard Facts about Strategy

Strategy is not the art of decision making.

It is also not the process of finding your one true goal & passionately pursuing it with all your heart and soul in everything you do.

Nor it is the act of setting higher and higher performance goals for people and then pushing them to attain those goals.

<https://mascothedge.com>



FOLLOW

We help people & companies Grow & Succeed.

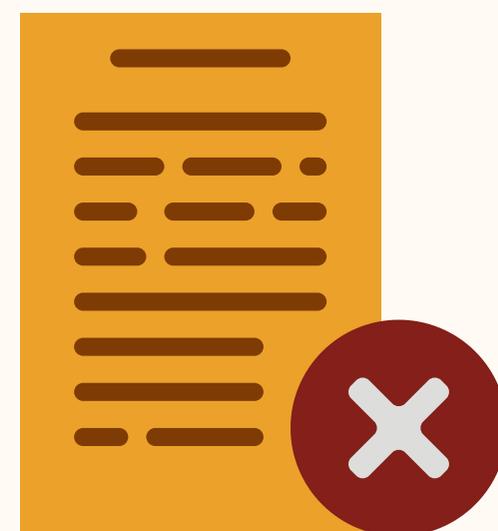


The Hard Facts about Strategy

You are told that strategy is about having an advantage.

That it is about having a long-term vision of where you want to be.

Sometimes there are business situations that are irretrievable and there's no easy or quick way out. Also, organizations cannot change direction on a fly.



<https://mascothedge.com>



FOLLOW

We help people & companies Grow & Succeed.



The Hard Facts about Strategy

**Strategy is not
magic.**

Let us demystify

**Strategy
for you.**



<https://mascothedge.com>



FOLLOW

We help people & companies Grow & Succeed.



The Hard Facts about Strategy



A strategy is a way to overcome selected difficulties.

1



It is not a wish list of wonderful possible outcomes.



<https://mascothedge.com>



FOLLOW

We help people & companies Grow & Succeed.



The Hard Facts about Strategy

To create a strategy,
you will need to
embrace the full
complex and confusing
force of the challenges
and opportunities
being faced.

2

<https://mascothedge.com>



FOLLOW

We help people & companies Grow & Succeed.



The Hard Facts about Strategy

You will need to develop a sense for the crux of the problem i.e. the place where a commitment to action will have the best chance of overcoming the most critical obstacles.

3



<https://mascothedge.com>



FOLLOW

We help people & companies Grow & Succeed.



The Hard Facts about Strategy

You must balance a host of issues with its bundle of accompanying ambitions—the purposes, values, and beliefs that stakeholders wish to support.



<https://mascothedge.com>



FOLLOW

We help people & companies Grow & Succeed.



The Hard Facts about Strategy

You must keep actions and policies coherent and aligned, instead of nullifying efforts by pursuing too many different initiatives or conflicting purposes.

5



<https://mascothedge.com>



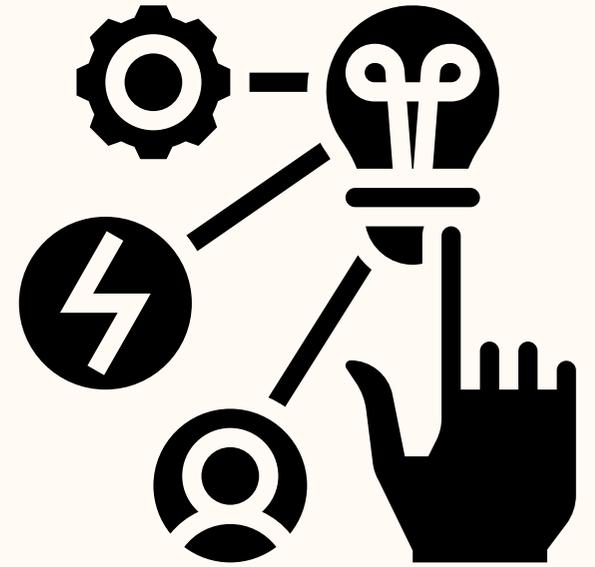
FOLLOW

We help people & companies Grow & Succeed.



The Hard Facts about Strategy

In an era of disruption, **strategy** is more important than ever.



<https://mascothedge.com>



FOLLOW

We help people & companies Grow & Succeed.



- We offer creative solutions to help companies across geographies & sectors to develop & execute ***winning strategies.***



- We bring unrivalled ***thought leadership***, capabilities, tools, technologies, and talent to every engagement.



- We'll help you mobilize for change, navigate uncertainty, and help you ***achieve sustained, profitable growth.***



<https://mascothedge.com>



FOLLOW