

STRATEGY IN 100 WORDS

Intent. Know why. Think big. Measurability matters. **Explore.** Be curious. Context first. Do your homework. Get different perspectives. Collate insight. **Diagnose.** Synthesise. Choose. Set your own rules. Ruthless honesty. **Design.** Think like a challenger. Fight complexity. Build coherence. Do less, but better. Constraints as levers. Collaborate. Build-in resilience. Test and learn. **Deliver.** Put people first. Culture makes strategy work. Alignment is everything. Practice over performance. Small is beautiful. Champion your cause. Overcommunicate. Build systems. Challenge and support. **Measure.** Set a rhythm. Be accountable. Commit and aspire. Default to open. **Refresh.** Stay curious. Embrace change. Don't be precious. Stay agile.