

# A Strategic Conversation in Sun Zi's spirit

*Less than 5% of companies have a rigorous and disciplined process for focusing top management's time on the most important issues. Most top management teams spend insufficient time together and too little attention is paid to strategy.*

Research clearly shows a strong link between a focused strategy and revenue development; top management teams that frequently invest time in structured strategy sessions are rewarded by their organisations' capability to outperform others in terms of revenue growth.

By revisiting the fundamentals of Sun Zi's strategy masterpiece we can introduce you and your management team to an inspiring strategy session which moves the boundaries outside of the normal box. The result is a strategic conversation that provides you with insights and structure for coming strategic work. Our approach is to use Sun Zi as a guide to strategy and strategic thinking; from this starting point your internal conversation will be revitalized and the outcome different from "business as usual". The key is to identify the potential to become unique in a way that positions your organisation to capture the best opportunities and most effectively deal with challenges.

If you find this inspiring and want to kick off the autumn strategy work with something different and energizing please contact us for further information.

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