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The playbook for strategy

- The End of Competitive Advantage
 - ▶ Continuous Reconfiguration
 - ▶ Healthy Disengagement
 - ▶ Deft Resource Allocation
 - ▶ Innovation Proficiency
 - ▶ A New Leadership Mindset
 - ▶ Entrepreneurial Career Management

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- Continuous Reconfiguration
 - ▶ The norm rather than promotion of stability
 - ▶ Learn to recognize warning signs of disruption or eroding competitive advantages

- Healthy Disengagement
 - ▶ Getting resources out of an eroding advantage rather than investing for too long in a fading or failing business

- Deft Resource Allocation
 - ▶ Moving resources around the organization to pursue the best opportunities rather than having those resources held hostage (usually by people in power) in different lines of business

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- Innovation Proficiency
 - ▶ Creating innovation as an actual proficiency, rather than as an episodic activity or “Innovation Theater”

- A New Leadership Mindset
 - ▶ Creating a leadership mindset that is ‘discovery driven’ rather than focused on making numbers and adhering to previous goals

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- Creating the capability to manage talent deployment in a ‘tour of duty’ HR environment

Thank You!

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