



RITA GUNTHER | MCGRATH

Author. Speaker. Consultant.

[RitaMcGrath.com](http://RitaMcGrath.com)



# *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

# *The new playbook for strategy*



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

# *The new playbook for strategy*



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

# *The new playbook for strategy*



- 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

# *The new playbook for strategy*



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

# *The new playbook for strategy*



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

# *The new playbook for strategy*



---

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

# Thank You!



SUPERB<sup>®</sup>  
wallpapers

Rita Gunther McGrath  
rita@ritamcgrath.com

Sign up for my newsletter at  
www.ritamcgrath.com

Follow me on Twitter @rgmcgrath

