“When your strategic thinking is shallow and near-sighted, then what you gain by your calculations is little, so you lose before you do battle.” — Sun Tzu, The Art of War

This presentation takes you through the key steps to install the necessary Actions to achieve the results you want.

The essence of getting better results is to put in place and practice a robust process you can use month after month.

**If you aren’t getting the results you want**
**Try Doing Things Differently**

Getting better results depends on:

- spot-on strategy,
- Efficient processes, and
- Continuous self-improvement.

To learn these you will learn:

- Discover how to construct a vision that motivates
- Choose the Critical Outcomes that move you forward
- The structure and uses of two major types of strategy.
- The beginning, middle and end of month activities used during the Action Cycle
- Three self-improvement barriers one must take down.

Climbing To the Top is Never Easy.

But its easier if one knows how to execute.