



# Deep Dive: The Proven Method for Building Strategy, Focusing Your Resources, and Taking Smart Action

*Rich Horwath*

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## **Deep Dive: The Proven Method for Building Strategy, Focusing Your Resources, and Taking Smart Action** Rich Horwath

The inability to set good strategy can sink a company - and a leader's career. A recent "Wall Street Journal" study revealed that the number one most sought after executive skill by organisations is strategic thinking, but few leaders have that skill set. In this book, Rich Horwath dissects the three most important elements of strategic thinking, breaks them down into simple and attainable skills, and shows readers how to apply them every day. He provides managers with a clear path to mastery of three disciplines: Acumen - generate critical insights through a step-by-step evaluation of the business and its environment; Allocation - focus limited resources of time, talent, and money; and, Action - implement a system to guarantee effective execution and communication of strategy throughout the organisation. This book is based on research with senior executives from more than 150 companies and Horwath's own experience as a professional strategist. Armed with the knowledge from this book, every reader can become an expert strategist and an invaluable member of his or her organisation.

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