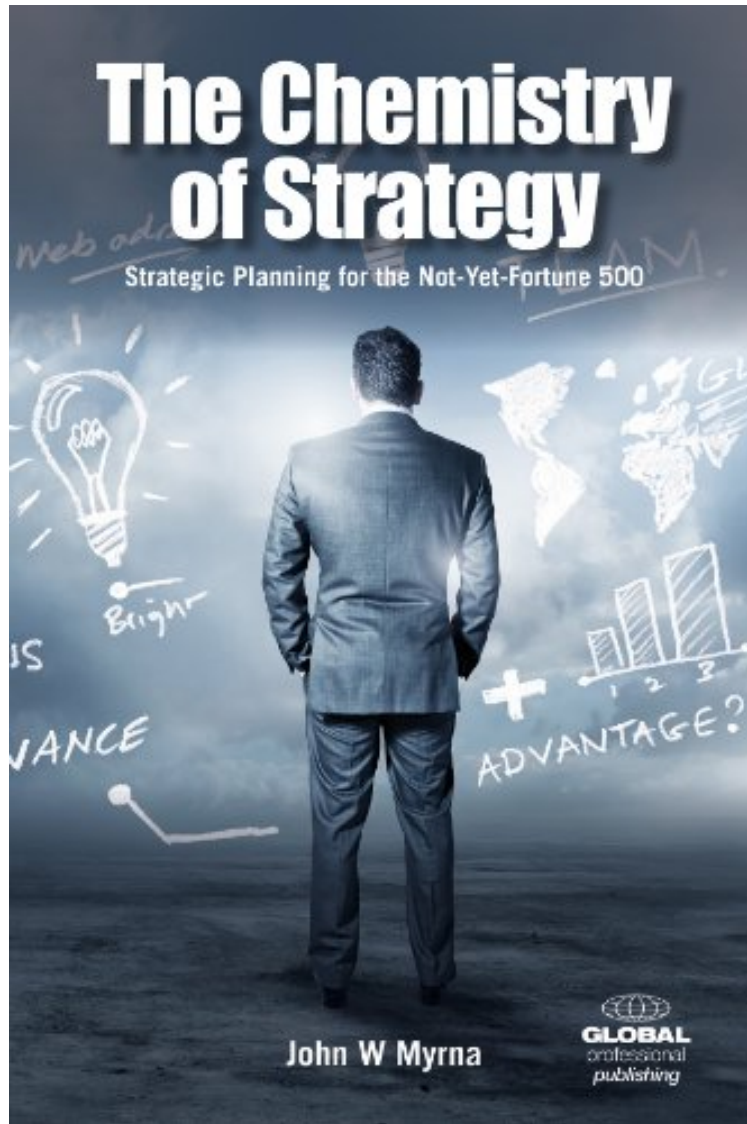


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The Chemistry of Strategy: Strategic Planning for the Not-Yet-Fortune 500

Myrna John W

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Myrna John W : The Chemistry of Strategy: Strategic Planning for the Not-Yet-Fortune 500 before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Chemistry of Strategy: Strategic Planning for the Not-Yet-Fortune 500:

0 of 0 people found the following review helpful. A little treasure of resources for business leaders By Washington Veteran This book would be worth reading alone for the many anecdotes and examples it provides, from which a great deal of practical wisdom and important insights are gained. However its value goes even beyond that by providing an

instructive and applicable recipe for anyone wanting to create a team-built strategic plan for their organization. - which should be everyone in a leadership position. If you have the impression that strategic plans are abstract documents that just gather dust on a shelf, this book will transform your outlook by showing you how to create a highly executable plan that transforms your organization and its bottom line.0 of 0 people found the following review helpful. This is an excellent book for anyone planning to develop a strategic plan ...By Louis J. Glunz, Ph.D.This is an excellent book for anyone planning to develop a strategic plan for their business. We used John Myrna many times to guide us in developing a strategic plan for our business. He is very efficient and very effective. This book describes his approach to strategic planning and is worth reading.3 of 3 people found the following review helpful. Cogent Advice on Strategic PlanningBy Jim BullardJohn Myrna has used his extensive experience in presenting a book that spells out the multitude of tasks that are required in creating a successful strategic plan that ensures positive results for the short and long term. He gives one line insights that one can relate to and understand, along with clear appropriate real time examples. When you list the one liners, one can see clearly how to proceed in developing a far reaching strategic plan. He presents cogently the 'What, Why and How's'; one goes about turning a company around to better compete with the realities of today.

As a leader of a small to mid-sized business with 20 to 500 employees, do you find yourself falling short of goals you set at the start of the year? Do you believe that strategy is an important element in achieving your goals, but you've avoided strategic planning because you think it's too time-consuming and too complicated? Have your previous goal-setting efforts resulted in a strategic plan that collects dust on the shelf? In *The Chemistry of Strategy: Strategic Planning for the Not-Yet-Fortune 500*, strategic planning expert John W. Myrna offers a practical and proven formula that helps small and mid-sized companies like yours create and execute a successful strategy so you can turn your company vision into reality. Success requires that your vision be shared and understood. This book explains the three key elements in the author's "chemistry of strategy," all critical for first creating, then effectively communicating your strategy to people beyond the executive team, dramatically improving the odds of achieving your vision. Based on author John W. Myrna's 20 years of experience facilitating strategic planning for hundreds of organizations, *The Chemistry of Strategy* helps business executives work as a team and: Understand what role strategy and strategic planning can and should play in a not-yet-Fortune 500 company, even if your company has limited resources and staff compared to the companies usually featured in so many strategic planning books. Understand why your company would want to utilize the chemistry of strategy to dramatically increase the value of the organization and your personal success. Apply practical, proven methodologies that show how smaller organizations like yours can develop, implement, and sustain a strategic planning process that focuses daily actions and turns vision into reality.

About the AuthorJohn Myrna is a strategic planning facilitator. He has refined a practical, pragmatic, and proven original strategic planning process that is perfectly in tune with the needs and capabilities of small to mid-sized companies and Fortune 500 corporate divisions. He has been a national speaker for the Association of Computing Machinery, and the featured luncheon speaker for the CEO Clubs in Baltimore, Boston, Chicago, Los Angeles and Washington. In addition, he is a Vistage speaker, giving talks on strategic planning in Atlanta, Denver, Los Angeles, and Toronto.