

# PowerRecap

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November 2009



## Strategy: Maintaining the balance of short vs long-term

### Discussion highlights...

- 1) **Values, values, values...** know your values – as an individual and as an organization – and let them be a compass to help you set strategy and maintain your course during challenging times.
- 2) **Be prepared to adjust your approach...** keep sight on your long-term objectives but know when to take risks and seize opportunities. Flexibility is key.
- 3) **Build connections...** get involved beyond your organization. Network strategically to build your skills and help stay tuned to emerging trends that may affect your strategy (personally and organizationally).
- 4) **Recruit for talent...** ultimately people drive results. Know what talent you need and hire people that are excited about the vision and aligned to the organization's core values.
- 5) **Build capacity for strategic thinking...** but don't try to turn everyone into a strategist. Communicate the vision and long-term picture with your team, but recognize the roles individuals play in driving day-to-day execution.
- 6) **It's all about accountability...** know your goals and objectives. Write them down (especially personally). Then, hold yourself accountable for your own success. Keep your values at the fore-front of your decision-making even though it may mean making tough choices in the short-term that will ultimately give you bigger rewards in the long-term.

### Recommended Reading:

- **10-10-10**, by Suzy Welch
- **First Break All the Rules**, by Marcus Buckingham and Curt Coffman
- **Who Says Elephants Can't Dance? Inside IBM's Historic Turnaround**, by Lou Gerstner

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