



The 7 Aspects of Good Strategy

Deliberate steps to define goals, refine vision
and produce results.

By Mark Faust,
Vistage Speaker

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Strategy is the formulation, refinement and communication of a vision. It is the determination of what would be the optimal focus and source of leverage that will lead to defensible points of advantage. In other words, strategy is leveraging strengths and making weaknesses irrelevant in the pursuit of a vision.

A team can use this definition of strategy as well as the 7 Aspects of Strategy to give your firm competitive advantage, marketing and selling effectiveness and a clearer direction toward reaching your vision of growth and improved profitability.

Companies can see positive growth with the application of action plans like assessing pressures and trends and defining the culture of your company. Whether you are a millennial manager, seasoned business owner, or fledgling entrepreneur, taking these deliberate steps can define goals, refine vision and produce results.

Take a fresh look at the way you approach your business strategy. Define your focus, direction, vision and execution using this infographic: **The 7 Aspects of Good Strategy**, from *High Growth Levers: How the Turnaround Mindset Will Propel Your Business* (September 2016, Pelican Press).



Strategy is the formulating, communicating and refinement of a vision and the determination of what would be the optimal angle, focus & primary source of leverage that will ideally create or lead to divergence and defensible points of advantage.



About Mark Faust

Vistage Speaker Mark Faust is an advisor, speaker and author of *High Growth Levers* (Pelican Press Sept. 2016) and *Growth Or Bust! Proven Turnaround Strategies To Grow Your Business*. Since 1990 Mark's growth advisory firm Echelon Management has taken many companies from worst to first in turnarounds, and has worked with hundreds of successful companies like Apple, IBM, P&G as well as many eight- and nine-figure high-growth companies to raise the bar, in strategy, culture and innovation initiatives. Mark sits on several boards and has been an adjunct professor at University of Cincinnati and Ohio University.

About Vistage Worldwide

With 21,000 members in 16 countries, Vistage facilitates confidential peer advisory groups for CEOs and key executives to help them refine their instincts, improve their judgment, expand their perspectives and optimize decision making. Vistage members become more effective leaders and deliver better results. In fact, CEOs who joined Vistage grew their companies at three times the rate of average U.S. companies.

Learn more about CEO peer advisory groups at vistage.com.