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THE STRATEGIST CODE

Discover the Timeless, Battle-Tested Strategic Framework You Need to Navigate Today's Warp-Speed World of Fierce Competition and Chaotic Change

Strategists rule the world. *Since the dawn of civilization, across virtually every field of endeavor—from war and politics, to business and sports—the victors have relied on strategy to win. Time and again, the ability to think strategically, the ability to formulate and execute strategy effectively, proves the defining difference between struggle and success.*

Strategic thinking is one of the most highly prized skills in the business world today. The problem is that strategic thinking is also the number one missing link in why most people and leaders and organizations are not achieving their dreams and goals—they either don't have a strategy, they are failing to think strategically, or the strategy they do have is flawed or poorly executed.

The good news is strategic thinking is a discipline you can learn, and with surprisingly widespread rewards in return.

Drawing on thousands of hours of rigorous research and over a decade of experience working with leaders and teaching graduate courses on leadership and strategy, Harvard and Columbia-trained researcher, author, and speaker Dr. Johnny Welch reveals seven of the most critical secrets of the master strategists and how to marshal the strategist mindset to outmaneuver and outshine those with deeper pockets, greater resources, and better intelligence. Unleash your team's hidden potential for strategic mastery, and gain a lasting strategic advantage.

Through a storytelling approach to the most clever strategists in history, this program is designed around the following four core learning objectives:

1. GAIN increased insight into the power of strategic thinking and how to think critically under pressure, improving decisions, actions, and results.
2. EXPLORE the universal and timeless tools of history's titans of strategy and how to apply these strategic principles in your career today.
3. DISCOVER the C.A.P.T.A.I.N. framework for strategic mastery and how it can help catapult and accelerate your success.
4. LEARN how to exploit the power of strategy to make your goals a reality.



Distilled from the shared wisdom and insights of the most crafty and shrewd strategic minds in history, this presentation is your blueprint for becoming a master strategist. Participate in this program with a mind ready and open to learn and you can expect to improve the probability of achieving your goals, heighten your demand in the market, and increase your value as a strategic leader in business and beyond.

Be the CAPTAIN of your fate, master The Strategist Code...and be great.

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