



## Seven Strategy Questions: A Simple Approach for Better Execution

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By Robert L. Simons

Harvard Business Review Press. Hardback. Book Condition: new. BRAND NEW, Seven Strategy Questions: A Simple Approach for Better Execution, Robert L. Simons, To stay ahead of the pack, you must translate your organization's competitive strategy into day-to-day actions that will enable your company to win in the marketplace. This means channeling resources into the right efforts, striking a balance between innovation and control, and getting everyone pulling in the same direction. How to accomplish all this? Continually ask the right questions, advises Harvard Business School professor Robert Simons. By posing these provocative questions, you identify critical gaps in your strategy execution processes, focus on the most important choices you must make, and understand what's at stake in each one. In this concise guide, Simons presents the seven key questions you and your team must regularly explore together: \*Who is your primary customer? Have you organized your company to deliver maximum value to that customer? \*How do your core values prioritize shareholders, employees, and customers? Is everyone in your company committed to those values? \*What critical performance variables are you tracking? How are you creating accountability for performance on those variables? \*What strategic boundaries have you set? Does everyone know what...



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