



Elevate: The Three Disciplines of Advanced Strategic Thinking

Rich Horwath

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According to a study published in *Chief Executive Magazine*, the most valued skill in leaders today is strategic thinking. However, more than half of all companies say that strategic thinking is the skill their senior leaders most need to improve. *Elevate* provides leaders with a framework and toolkit for developing *advanced* strategic thinking capabilities. Unlike the majority of books that focus on strategy from a corporate perspective, *Elevate* gives the individual executive practical tools and techniques to help them become a truly strategic leader. The new framework that will enable leaders to finally integrate both strategy and innovation into a strategic approach that drives their profitable growth is the Three Disciplines of *Advanced* Strategic Thinking:

- 1. Coalesce:** Fusing together insights to create an innovative business model.
- 2. Compete:** Creating a system of strategy to achieve competitive advantage.
- 3. Champion:** Leading others to think and act strategically to execute strategy.

Every leader desperately wants to be strategic--their career depends on it. *Elevate* provides the roadmap to reach the strategic leadership summit.



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