

10



**WAYS TO THINK
STRATEGICALLY.**

ZOOM OUT THEN DIVE IN.

Before making a decision, step back to see the bigger picture. Long-term impact matters more than short-term wins.



CHALLENGE ASSUMPTIONS.



Always question
ingrained beliefs and
biases to unlock fresh
perspectives and
smarter solutions.



THINK SYSTEMS, NOT SILOS.

Strategy isn't just about one decision. It's about understanding how **all** the moving parts interact.



INTENT OVER URGENCY.

Don't let those
distractions dictate
your focus. Align every
action you take with
your core objectives.



ANALYSE PATTERNS.

Spotting trends early on helps you learn to anticipate change rather than just react to it.



PLAY THE LONG GAME.

Great strategy isn't just about those quick wins. It's also about working hard to set up long term sustainable success.



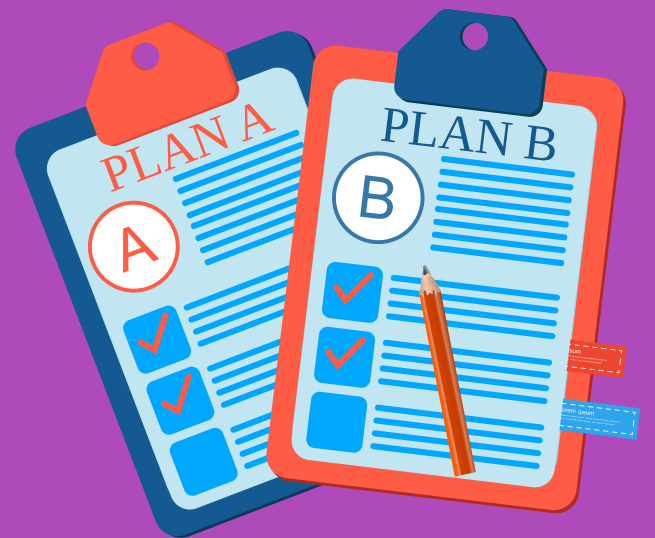
MAKE FRIENDS WITH DATA.

Learn to use insights
and analytics to
validate your instincts
rather than relying
solely on gut feel.



ALWAYS HAVE A PLAN B.

Always have viable alternatives ready, because agility is key when plans do inevitably shift.



RELENTLESSLY COMMUNICATE.

A brilliant plan
means **nothing** if
your team doesn't
know about it,
understand it or
believe & buy into it.



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