



Fast Strategy: How strategic agility will help you stay ahead of the game

Yves Doz, Mikko Kosonen

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Successful companies often become victims of their own success: when their business matures, they find it impossible to renew themselves. To regain and maintain growth they need to learn to thrive on change and disruption.

Fast Strategy analyses the risks successful companies face, and presents the three essential capabilities they need in order to regain and maintain continued growth: strategic sensitivity (both the sharpness of perception and the intensity of awareness and attention), resource fluidity (the internal capability to reconfigure business systems and redeploy resources rapidly) and collective commitment (the ability of the top team to make bold decisions –fast, without being bogged in “win-lose” politics at the top).

Fast Strategy is based on interviews with 150 executives from leading global companies such as Cisco, HP, IBM, Intel, Nokia, and SAP. Measures, tools and leadership behaviours implemented by these companies as they rekindled growth are detailed in a way that can serve as examples and be readily put in practice.

Co-authored by a former Nokia top executive and a senior academic, *Fast Strategy* combines experience and theory for your company to stay ahead of the competition. More information on Fast Strategy and the area of strategic agility can be found on the authors' website: www.strategicagility.com/

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