



Hambrick and Frederickson's Strategy Diamond

Developing a Cohesive Strategy

What's your company's strategy? Is it to be "bigger and better," "increase revenue" or "go global"? If so, you may not have a strategy at all...

"Strategy" may be a familiar word to you. It's often used in business and, yet, it's probably one of the most misused and misunderstood terms around. Here's why: aspiring to become "the best..." or "the most successful..." or to "go global" are not strategies, they're goals.

So, what does "strategy" actually mean? And how do you develop an effective one for your organization?

This session explores these questions and more, by thinking about strategy using Hambrick and Fredrickson's Strategy Diamond.

Peak Learning LLC has been approved by PMI to issue 1 PDU for this course.



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