Succeed with strategic thinking

Strategic thinking skills are not an optional add-on. They are critical to business success. To embed these skills throughout the workforce, organizations must enable and encourage employees to practice strategic thinking from day one — and every day onwards.¹

Avoid strategic thinking mistakes

60% of leaders say less than 20% of workers understand company strategy.²

61% say their company often struggles to implement its strategy day to day.³

Look for the 4 signs of a strategic thinker.⁵

1. Seeks hard, fact-based, logical information
2. Questions unquestioned assumptions
3. Seeks opportunities to win at low/no cost
4. Usually indirect and unexpected, not head-on or predictable

Achieve strategic thinking outcomes

Leaders agree that strategic thinking skills are very important or essential to competitiveness.⁶

- 89% Formulating strategy appropriate for changing market conditions
- 88% Executing initiatives to deliver strategic results
- 86% Prioritizing and funding the right initiatives

Organizations that master both formulating and executing strategy are:⁷

- 2x more likely to exceed targets for delivering innovative products and services
- 3x more likely to exceed strategic objectives
- 3x more likely to exceed financial targets

Only 41% of companies have people with the right skills to implement high-priority strategic initiatives.

Questions unquestioned assumptions

2. Organizational Synergies, 2003
3. Economist
4. Diedrich et al., 2021
6. Diedrich et al., 2021; Smith, 2022
7. Diedrich et al., 2021; Smith, 2022