



YOU are in a WAR, SIGNIFICANT LEADERSHIP STRATEGIC CONVERSATIONS.

We know that nothing stays NEW for LONG, so is your strategy “OLD” or parts of it old. Is your enemy hurting you in a particular area, geographic area, by product, or marketing approach to name a few?

Do you understand the deeper psychological issues that need to be addressed within your own mind let alone your tribe?

How do you intend to disrupt your enemy? Or take them out totally?

Are you really good at it or do you and your tribe pay lip service to the word disrupt?

Does your company community have a COMFORT MENTALITY? The business is currently just above being a marginal player (B2B market)

Ask your self are you INTIMIDATED by your enemy, if YES, WHY very few leaders will admit to this and thus strategy executions fails.

I like to “SEGMENT” the enemy into various parts and then take a view.

Many people say do not focus too much time on your enemy, I say focus on where you know and believe your enemy is hurting you, and where can you really hurt them, not the “WHOLE”?

Do you want and need answers to the above? In the most intellectual of us there is a basic fear of being exposed to danger.

Do you have the correct level of support?