



What is *Strategy Simplified*?

Strategy Simplified is a book.

It is written for everyone, from CEO to office assistant. It is in plain English and uses illustrations to clearly convey simple concepts. It provides a clear and useful definition of a strategy, then uses that definition to explain how strategies can be documented, analysed, evaluated, and improved.

Most books on business strategy don't explain what a strategy is, and if they do, they generally get it wrong. Which makes those books rather worthless.

The contents include:

Part 1

- What is a strategy?
- Discussing strategies.
- Complexity.
- The strategist's job.

Part 2

- Finding alternatives.
- Evaluating alternatives.
- Communicating strategies.
- Risk.
- Working with strategies.
- Gaming theory.

Part 3

- Case studies

When will it be available?

Currently it exists as a limited-edition hardcopy. It is primarily for distribution to industry for feedback. A commercial version is scheduled for release next year.

To express interest in a copy of the commercial version please email info@smapped.com.au.

