



What Is Strategy?

- Where are you going to play?
 - Which markets?
 - Which audience?
 - At what time?
- How are you going to win?
 - Why should people choose you?
 - What matters to them?
 - What matters to you?
 - What do you stand for?
- Execution becomes easier with a strategy
- Strategy first, then execute

***"People should not be unfamiliar
with strategy,
Those who understand it will survive,
Those who do not understand it
will perish"***

Sun Tzu's the Art of War