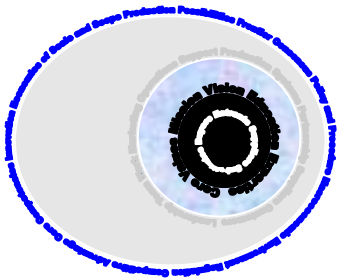


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## FOCUS ON STRATEGY

*You must be the change you wish to see in the world. ~ Gandhi*

Strategy is an organizational vision where management can focus on the target long enough to judge the depth of field, adjust their focus, and fire again. To bring in focus market opportunities; a strategy must plan for the future, recognize patterns from the past, and take the necessary actions to bring about change. Focus on strategy is similar to how you would scan a photographic portrait. First you scan the entire picture to get a sense of the setting and next focus directly on the subject's eyes. The eyes can exhibit the qualities of drive, passion, intelligence, and attitude. The anatomy of the human eye has similarities to strategic planning. The pupil allows light to enter the eye. Porter's Five Forces allows management to determine the degree; core values drive the organizations competitive

advantage. The core values define the organizational mission and vision; while leveraging the education and expertise of its resources. The iris is the circular muscle that controls the size of the pupil. Creative organizations have the ability to separate operational effectiveness and strategy. Competitive advantage is the ability of managers to take a step back and look at the big picture. This perspective is measured on how well innovation can be incorporated in strategy through leadership, team work, and partnerships. The sclera "white of the eye", forms the supporting wall of the eyeball. The foundation of the organization requires managers to know the core competencies, enforce policies and procedures, and understand the macroeconomic environment. All three components focus on a strategy to see the market differently, by finding new ways to refocus on the ordinary and deliver an extraordinary mix of value. While the human body uses sight to provide feedback to familiar and unfamiliar experiences in ones environment. The focus on strategy is management's ability to recognize opportunities from past experiences, stretch resources on targets that create competitive advantage, and successfully refocusing in on the objective.

