

The Strategy Equation

$$S + L = V_R$$

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$$S + L = V_R$$

Strategy: A plan of action or policy designed to achieve a major or overall aim; (master plan)

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Leadership: the action of leading a group of people or an organization

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Realization of a **V**ision

Importance of Strategy

- Without strategy,
 - leadership has no meaning, importance or gain
 - your efforts are random, with no purpose
- Your ability to strategize will either accelerate or hinder your success

Strategy and Leadership: A Case Study

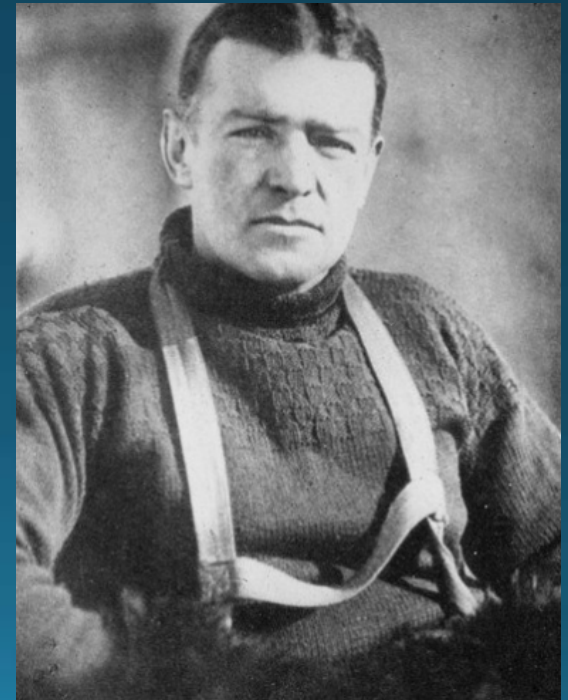
Ernest Shackleton's Voyage of the Endurance (Trans-Antarctic Expedition, sort of)

- Rescued 27 of his men trapped on the ice for 2 years, a feat of unparalleled leadership



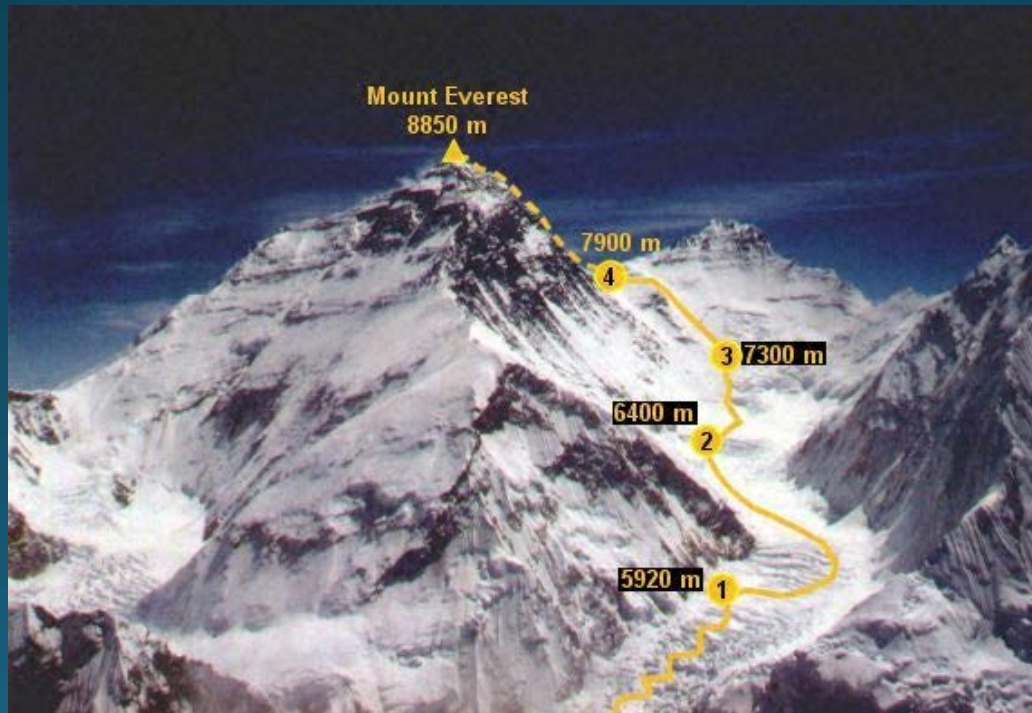
Strategy defines where
you want to go.....

..... but leadership is
what gets you there.



How to Strategize

- Define the problem
- Envision the future state (what does good look like)
- Define how to enable that future state



How to Lead

“The moment he ceased speaking every man volunteered...On the island was still safety for some weeks. The boat journey promised even worse hardships than those through which we had but recently passed. Yet so strong was the men’s affection for Shackleton, so great was their loyalty to him, that they responded as though they had not undergone any of the experiences that so often destroy those sentiments. They were as eager to accompany him as they had been on the first of August, 1914, the day upon which we had sailed nearly two years before....”

Now Put it Together!

$$S + L = V_R$$

Realize YOUR Vision