



The 8 Steps to Strategic Success: Unleashing the power of engagement

Gerban van den Berg, Paul Pietersma

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All organizations recognise the importance of strategy creation and execution: strategy is the process of developing the corporate future. Unfortunately, it often doesn't generate the required results. This book presents a new 8-step process for creating a strategy that really delivers. For each step, the book describes the key parts of the process, shows how to avoid the potential pitfalls, and points to the most useful strategic models and frameworks. Readers can see the process in action by following the intriguing case study that unfolds throughout the book. One of the critical determinants of strategic success is to see strategy not just as planning but as a process that involves dialogues with multiple stakeholders, both within and outside the company. This concept is integrated into every phase of the 8-step approach and is at the heart of its effectiveness in creating strategy that delivers in practice.

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