

# The Strategic Fitness System

WHERE EXECUTIVES BECOME ELITE







# The Strategic Fitness System

WHERE EXECUTIVES BECOME ELITE

To achieve individual and organizational success, you need to sharpen your executive skills and invest in becoming the best version of yourself. You need strategic leadership development workouts that can only be found in The Strategic Fitness System.

[WATCH THE VIDEO](#)

[READ THE OVERVIEW](#)



80%



#1 role of a leader

Setting strategic  
direction





**78%**



## Welcome rich.horwath! What would you like to accomplish today?



WORKOUTS

FIND A WORKOUT →



WORKOUT TRACKER

TRACK MY PROGRESS →



STRATEGYPRINT

SEE MY PLAN →



STRATEGIC JOURNAL

CAPTURE YOUR LEARNINGS →



**GLOSSARY**

**REVIEW KEY TERMS** →



**STRATEGIC SIDE BLOG**

**DISCOVER NEW CONTENT** →



**FORUM**

**INTERACT & SHARE** →

## DAILY INSIGHT PRACTICE [DIPS]

**“Our analysis of ten years’ worth of data across seventy surgeons revealed not only that on average, they learned more from others’ failure than from their own, but also that an individual’s own failure led to worse future performance.”**

**Bradley Staats, Associate Professor, UNC’s Kenan-Flagler**





## Welcome rich.horwath! What would you like to accomplish today?

### WORKOUTS

Practice Strategic Fitness training exercises in the areas of Strategy, Leadership, Organization, and Communication to successfully run your business and develop your skills.

**FIND A WORKOUT**



### WORKOUT TRACKER

**TRACK MY PROGRESS**



### STRATEGYPRINT

**SEE MY PLAN**



### STRATEGIC JOURNAL

**CAPTURE YOUR LEARNINGS**





## Strategy Fitness

Strategy Fitness increases your ability to develop strategic direction, allocate resources, make decisions, and create competitive advantage.



**STRATEGY**



**RESOURCE  
ALLOCATION**



**DECISION MAKING**



**COMPETITION**



## Leadership Fitness

Leadership Fitness provides the fuel for your leadership philosophy, personal performance, mental toughness, and mastery of time and calendar.



**LEADERSHIP**



**MENTAL TOUGHNESS**



**PERSONAL  
PERFORMANCE**



**TIME & CALENDAR**



## Organization Fitness

Organization Fitness shapes your ability to create optimal organizational structures, evolve your business model, develop talent, and innovate.



**ORGANIZATIONAL  
FOUNDATION**



**BUSINESS MODEL**



**TALENT &  
SUCCESSION**



**INNOVATION**



## Communication Fitness

Communication Fitness enhances your facilitation of strategy conversations, stimulates intentional collaboration, conveys value to customers, and designs productive meetings.



**STRATEGY  
CONVERSATIONS**



**COLLABORATION**



**CUSTOMERS**



**MEETINGS**

# Strategy Fitness

## Strategy

5 Workouts

 Expand

## Resource Allocation

3 Workouts

 Expand

## Decision Making

3 Workouts

 Expand

## Competition

3 Workouts

 Expand

Select your workout and be ready to put in your reps.

 **Chapter Content**

**0% COMPLETE** | 0/5 Steps

**Strategic**

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**GOST Framework**

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**SWOT Analysis**

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**Opportunity & Threat Matrix**

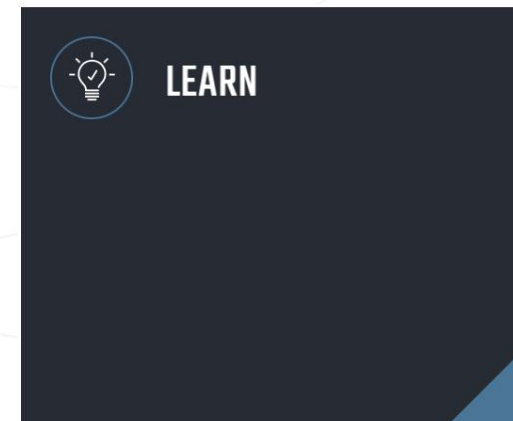
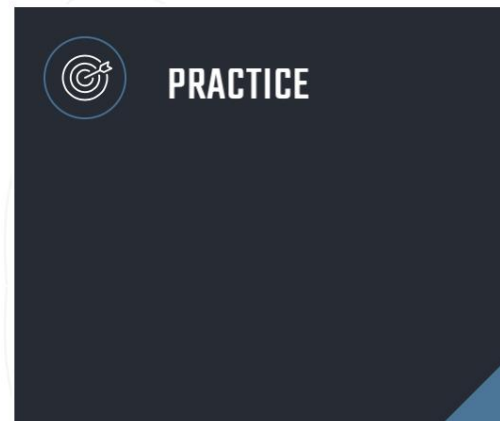
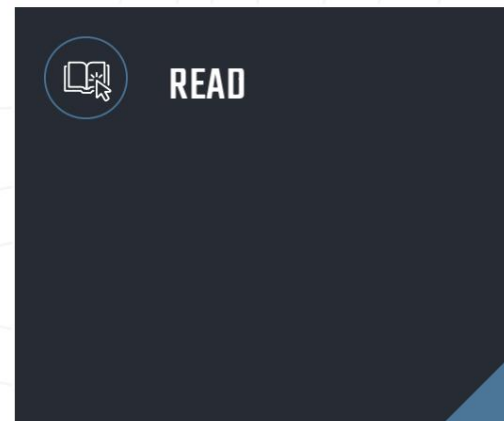
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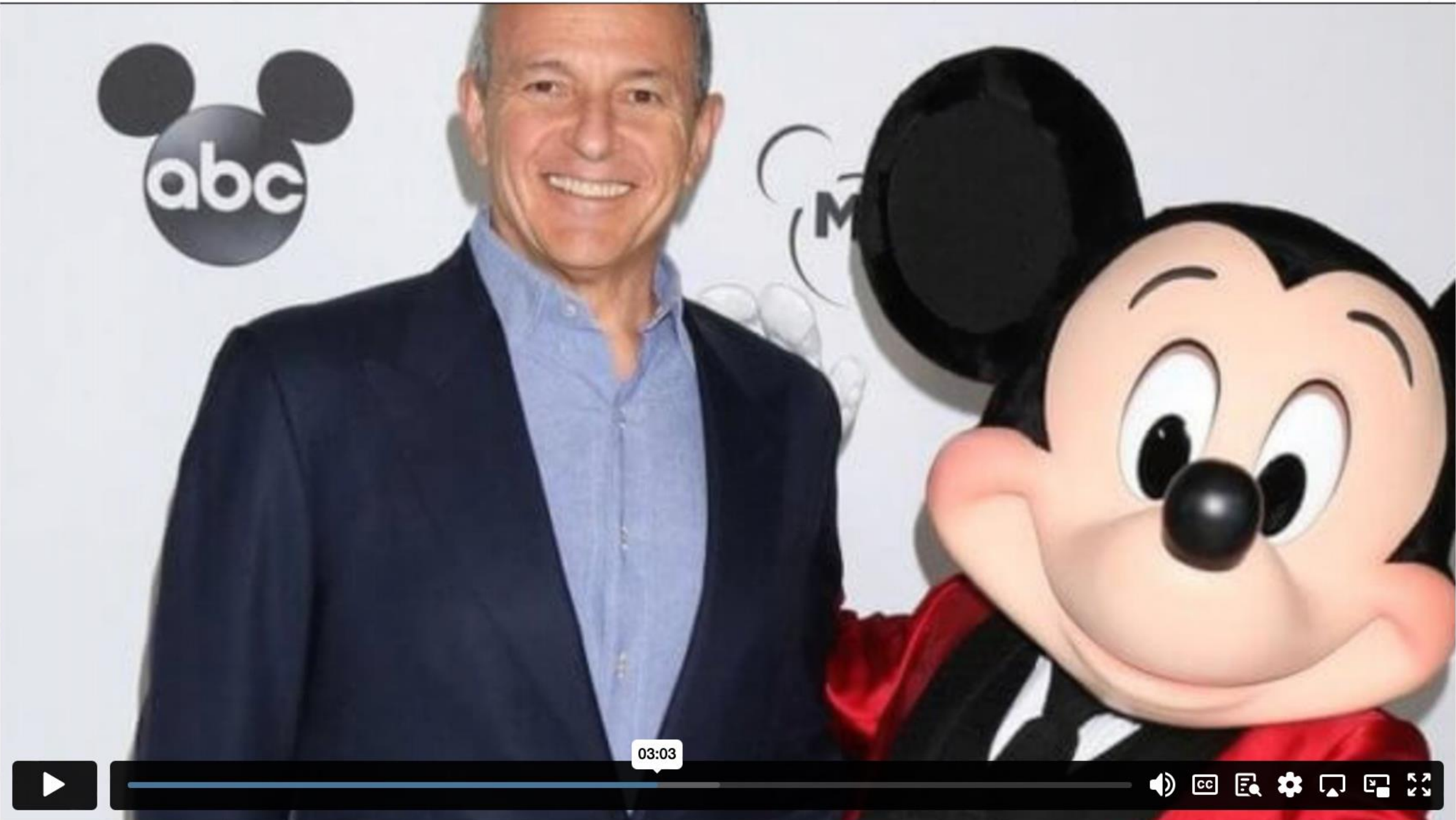
**SWOT Alignment**

AREA:  
Strategy

GOAL:  
Define strategy and begin to  
apply strategic thinking

LENGTH:  
30 Minutes





AREA:

Strategy

GOAL:

Define strategy and begin to apply strategic thinking

LENGTH:

30 Minutes



## READ

STRATEGIC Introduction  
pages 1-13



## PRACTICE



## LEARN





## Being Strategic

The primary definition of the term “strategic,” according to Merriam-Webster’s dictionary, is: “of, relating to, or marked by strategy.”<sup>16</sup> Since that’s about as helpful as an umbrella in a hurricane, I’d like to share the following definition:

*Strategic: Possessing insight that leads to advantage.*

We can break this definition of *strategic* down into its two core elements: insight and advantage. An insight is when you combine two or more pieces of information or data in a unique way to come up with a new approach, new offering, or new solution that moves the business forward. Simply put, an insight is a learning that leads to new value. Advantage is inherently an element of strategy. It commonly refers to a desired end in the form of gain, profit, benefit, or position of superiority.


When we use this definition of strategic, it helps us clarify what is and is not strategic. A person or plan can be strategic because both have the potential to possess insight that leads to advantage. The word “strategic” is plastered in front of a lot of other words to make them sound important, but their meanings don’t hold up. Phrases such as “strategic objective” or “strategic imperative” are examples of terms that sound

AREA:  
Strategy

GOAL:  
Define strategy and begin to  
apply strategic thinking


LENGTH:  
30 Minutes



 **READ**

**PRACTICE**

Apply this tool to your business. Print or download your work before closing as data here are not saved.

 **LEARN**

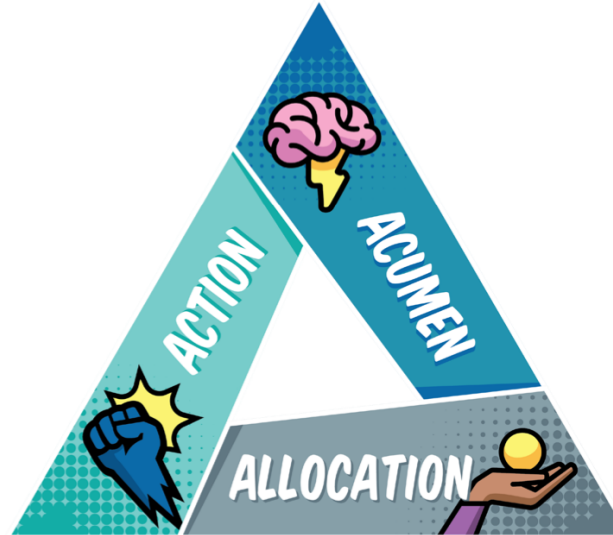
# Strategic Thinking

## **Strategic thinking:**

*The generation of insights to achieve advantage.*

## **Insight:**

*An idea made up of two or more pieces of data or information combined in a unique way that leads to new value.*



**Acumen**—generating key business insights

**Allocation**—focusing resources through trade-offs

**Action**—executing strategy to achieve goals

Notes:

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---

---

AREA:

Strategy


GOAL:


Define strategy and begin to apply strategic thinking

LENGTH:

30 Minutes




 **READ**

 **PRACTICE**

**LEARN**

Record your insights from this workout.



# STRATEGIC

Strategic Fitness System > Strategy > Strategic

IN PROGRESS

CHAPTER PROGRESS

0% COMPLETE

AREA:  
Strategy

GOAL:  
Define strategy  
and begin to apply  
strategic thinking

LENGTH:  
30 Minutes



 READ

 PRACTICE

 LEARN

## MY INSIGHTS

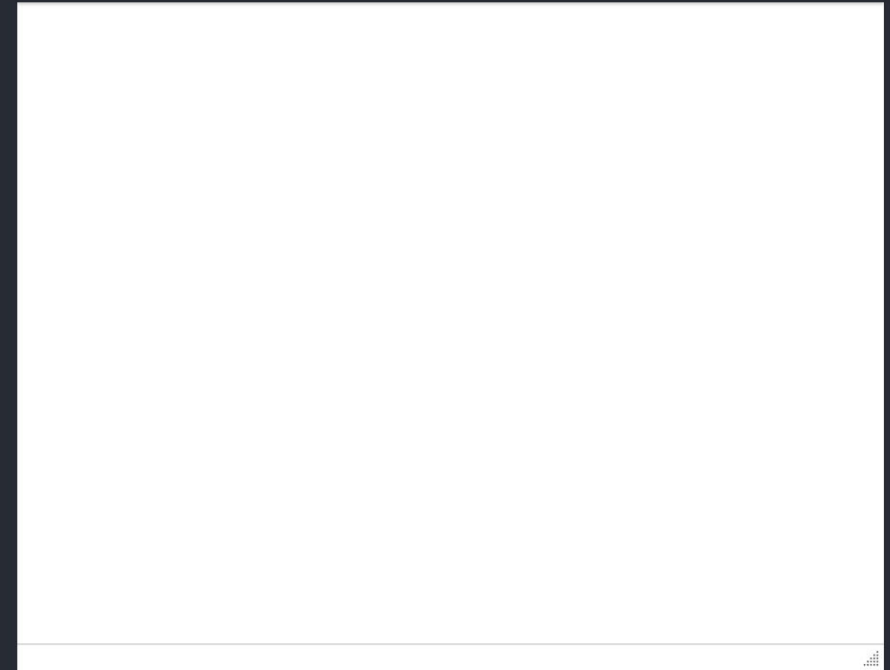
ADD NEW +



### Strategic - June 5, 2024



**B** *I* U “ ” ABC ☰ ☷ ☹ ☶ ☵ ↶ ↷ ☒



SAVE

BACK



## STRATEGYPRINT

Type in the boxes below to create your strategic action plan. Refer to and update your plan on a consistent basis to navigate your business and guide your daily activities.

**SAVE**

Click the Save button and your work on the StrategyPrint will be saved for your next session.

**PRINT**

HERE: Where We Are Today

THERE: Where We Want to Be (1 Year)

HOW: We Will Move From Here to There

Company Insights

Market Insights

## Q1 Outline

### Strategist Journal Structure

The strategist journal is divided into four quarters. Each quarter contains the following elements:

---

#### **Beginning of Quarter**

##### Contextual Radar

List the factors that are top-of-mind for you in each of the four areas: organization, market, customers, and competitors.

##### GOST Framework

List your goals, objectives, strategies, and tactics.

##### Strategic Framework

Sketch out your key strategic themes (3-5 resource focal areas that will create differentiated value) and then attach the activities that will drive the fulfillment of the strategies.

**GET STARTED**

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#### **During Quarter**

##### Insights

Record new learnings about the market, customers, competitors, and

## STRATEGIC FRAMEWORK

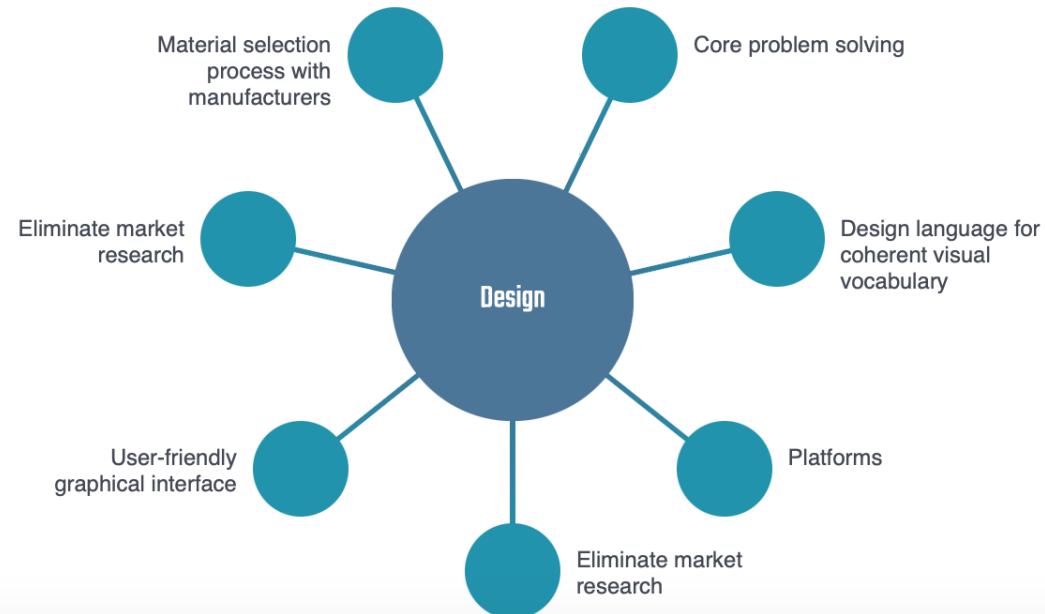
The Strategic Framework is a method for distilling your strategic direction onto one page. It identifies your three to five strategic themes (the core sources of differentiated value) and the competitively distinct supporting activities.

The example below is a Strategic Framework for Apple. The three strategic themes represented by the larger spheres are *design*, *integration*, and *convenience*. These are the areas that receive a disproportionate amount of resource to create differentiated value. The smaller spheres represent the *key activities* that will support the achievement of the strategies.

Prior to developing your Strategic Framework, list the goals that the strategic themes are intended to achieve.

---

**Click To View Example: Apple**





# TIME TRACKER

For one week, record how you spent your time in 30-minute increments.

Time	Activity
7:00am - 7:30am	Select Category
7:30am - 8:00am	Select Category
8:00am - 8:30am	Select Category
8:30am - 9:00am	Select Category
9:00am - 9:30am	Select Category
9:30am - 10:00am	Select Category
10:00am - 10:30am	Select Category
10:30am - 11:00am	Select Category
11:00am - 11:30am	Select Category

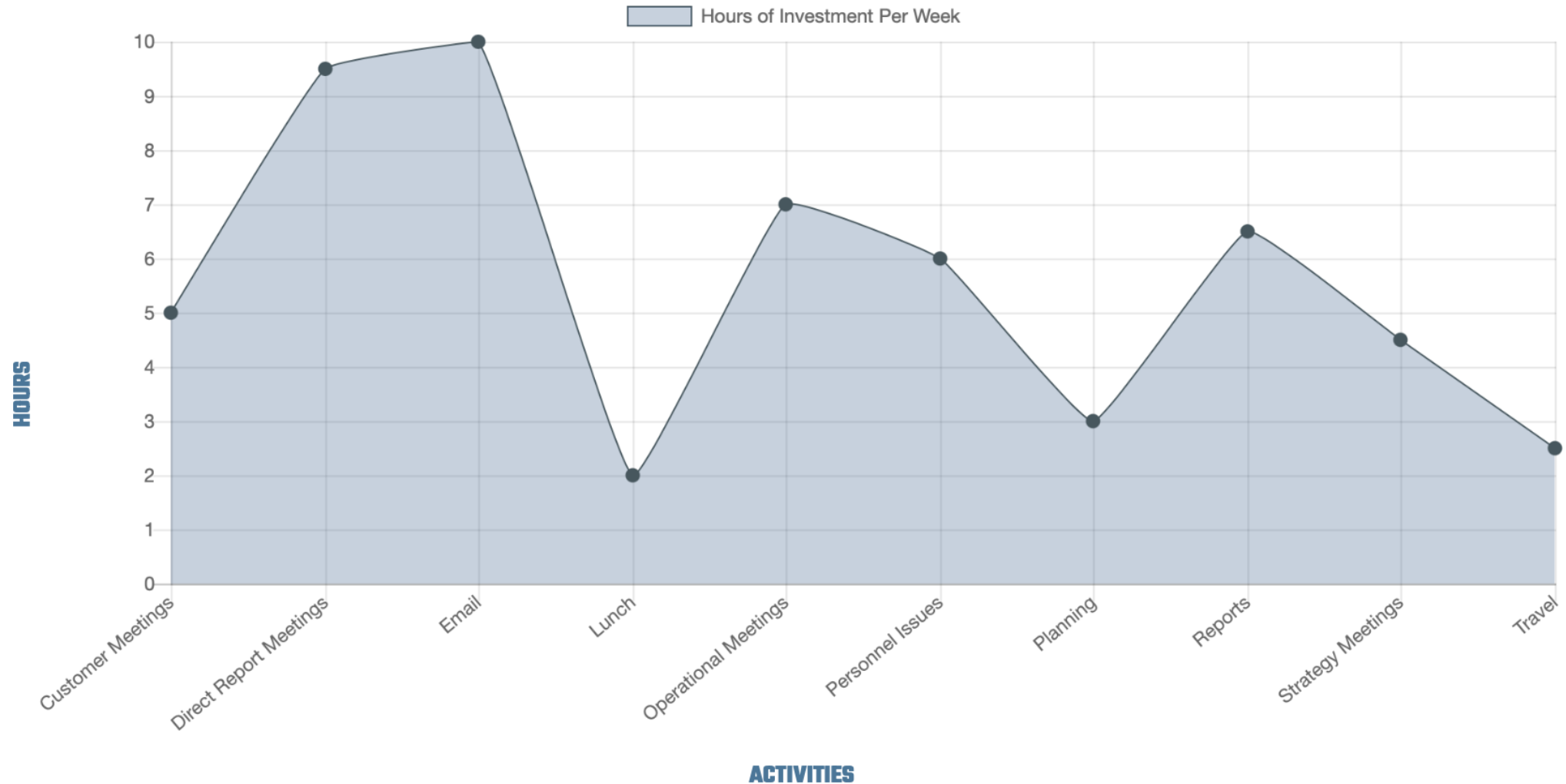
## TIME INVESTMENT

Based on your completion of the Time Tracker, the areas of investment and total amount of time invested in each appears below.

Area of Investment	Amount of Time
Email	10:00
Direct Report Meetings	9:30
Operational Meetings	7:00
Reports	6:30
Personnel Issues	6:00
Customer Meetings	5:00
Strategy Meetings	4:30
Planning	3:00
Travel	2:30
Lunch	2:00

# TIME GRAPH

Based on your completion of the Time Tracker, below is a graph of the areas of investment and amount of time invested in each. After reviewing the graph, record your insights or learnings in the “Notes” section below the graph.



# Trade-off Matrix

<p style="text-align: center;"><b>Eliminate</b></p> <p>Customer attrition report Meetings with no agenda</p>	<p style="text-align: center;"><b>Increase</b></p> <p>Group think time on business model evolution Frequency of reallocation of resources</p>
<p style="text-align: center;"><b>Decrease</b></p> <p>Time on email Frequency of direct report meetings</p>	<p style="text-align: center;"><b>Create</b></p> <p>Customer Innovation Forum Checklist for strategic planning process</p>

# Glossary

## **Strategic:**

Possessing insight that leads to advantage.

## **Strategic Fitness:**

The ability to extract insights from one's environment on a continuous basis in order to create advantage.

## **Strategic planning:**

The channeling of insights into an action plan to achieve goals.

## **Strategic Quotient (SQ):**

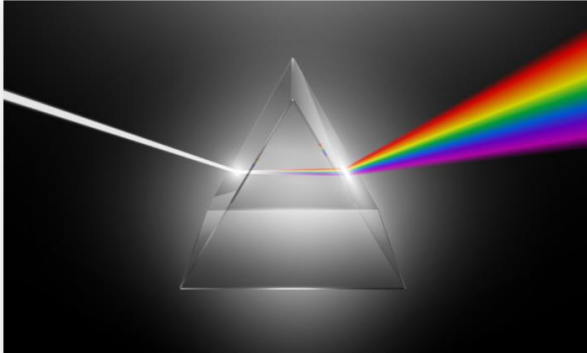
Score from the assessment of a person's ability to think, plan, and act strategically as exhibited through their mindset and behaviors.

## **Strategic thinking:**

The generation of insights to achieve advantage.

## **Strategy:**

The intelligent allocation of resources through a unique system of activities to achieve a goal.



### **Innovate Through Insight**

June 3, 2024



### **What Is Your SQ?**

May 20, 2024



### **Building Your Business**

May 2, 2024



### **Board or Bored of Directors**

April 18, 2024



### **Questions Fuel Progress**

April 1, 2024



### **Tactical or Strategic?**

March 5, 2024

# Forum

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Topic Title (Maximum Length: 80):

**B** / [LINK](#) **B-QUOTE** **B-E** **IMG** **UL** **OL** **LI** **CODE** **CLOSE TAGS**

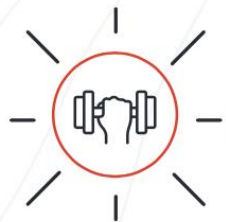
Notify me of follow-up replies via email

**SUBMIT**

June 5

**“Our analysis of ten years’ worth of data across seventy surgeons revealed not only that on average, they learned more from others’ failure than from their own, but also that an individual’s own failure led to worse future performance.”**

**Bradley Staats, Associate Professor, UNC’s Kenan-Flagler Business School**



Reflect on and record 2-3 insights on how this idea can be applied to your business.

**GO TO YOUR JOURNAL**



June 5

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**GO TO YOUR JOURNAL**

ADD NEW +



### DIP - June 5, 2024



**B I U “** ABC        

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**SAVE**

**BACK**

# Strategic Fitness Survey

## Strategy Fitness

1. Our organization has a consistent definition and common language for strategy.
  - Always
  - Often
  - Sometimes
  - Rarely
  - Never
2. Our team uses a formal process for strategy development.
  - Always
  - Often
  - Sometimes
  - Rarely
  - Never
3. We conduct strategic thinking sessions to generate new ideas.
  - Always
  - Often
  - Sometimes
  - Rarely
  - Never



# MY INSIGHTS

ADD NEW +



Strategic Fitness System > Strategy > Strategic

IN PROGRESS

CHAPTER PROGRESS

0% COMPLETE

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READ

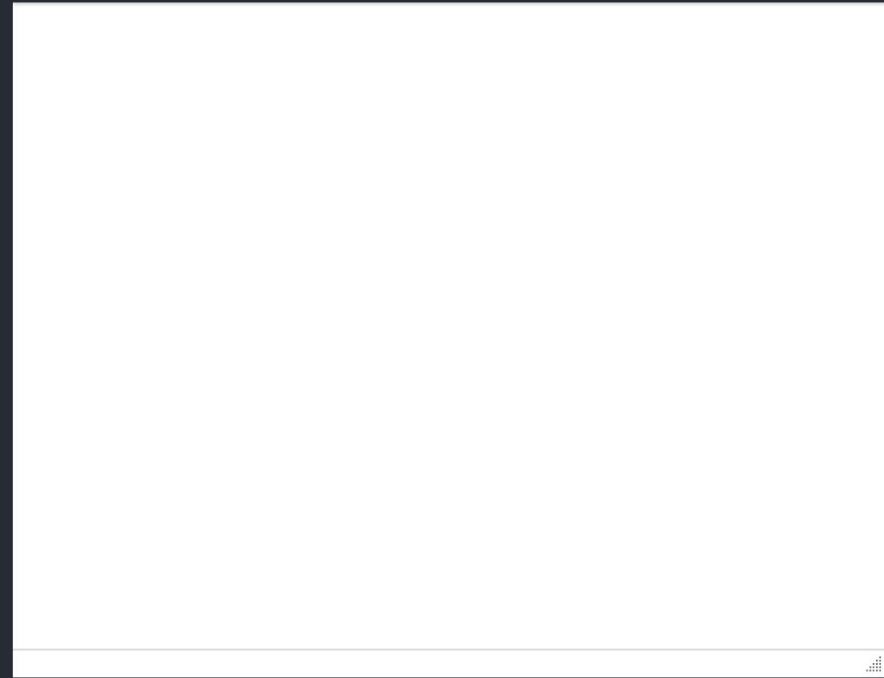
PRACTICE

LEARN

## Strategic - June 5, 2024



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SAVE

BACK

# Practice Makes Profit



[Strategic-Fitness-System.com](https://Strategic-Fitness-System.com)

# Strategic Thinking & Planning Resources



## StrategyMan Strategic Thinking Online Course

The StrategyMan Learning System (SLS) is a digital, gamified online course designed to increase your strategic thinking and planning capabilities. The course consists of 12 levels, with each level containing a mission managers must complete and a villain to defeat. This comprehensive program contains 84 knowledge questions, 36 scenarios to solve, and 20 strategy exercises, for a total of 140 potential points to score



## Deep Dive Online Course

Based on the bestselling book on strategic thinking, the Deep Dive Strategy Learning System is an online course that provides you with the knowledge, skills, and tools to think, plan, and execute strategy more effectively. The course uses the 3A Strategic Thinking Framework to share concepts and tools to develop the strategic skills of Acumen, Allocation, and Action.



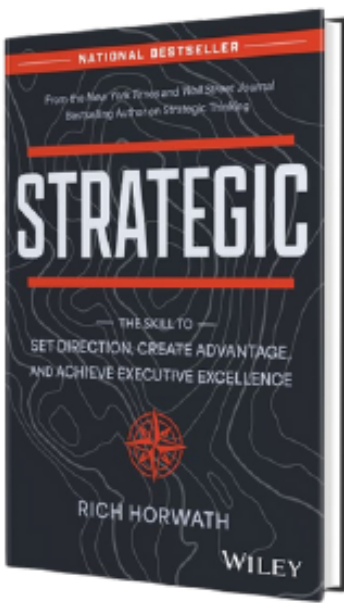
## Strategy Espresso Microlearning Series

The Strategy Espresso Series offers leaders a weekly shot of strategic thinking in the form of an article, infographic, video, or podcast. These 3-5-minute microlearning bursts include a question to apply the topic and tool to their business and are delivered directly to participants via email. Year 1 includes 50 weekly pieces of content and Year 2 includes an additional 50 weekly pieces of content for a total of 100 touches.



## Strategic Quotient (SQ) Assessment

The Strategic Quotient (SQ) Assessment is a measure of your strategic capabilities as exhibited through your mindset and behaviors. The SQ Assessment is comprised of 50 statements to determine the performance level of how one thinks, plans, and acts strategically.



## **STRATEGIC by Rich Horwath**

**Inc. Magazine described the national bestseller STRATEGIC as “A top 4 must-read book for 2024!” It contains dozens of tools, techniques, and checklists to help executives confidently master every area of their business to set direction, create advantage, and achieve their goals.**

## **Live Workshop and/or Keynote Speech**

**Rich has facilitated strategy workshops with executive teams for more than 20 years to increase their strategic thinking and planning skills to set clear direction, create competitive advantage, and achieve their goals.**

**[StrategySkills.com](https://www.StrategySkills.com)**





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# The Strategic Fitness System

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WHERE EXECUTIVES BECOME ELITE