



The _____
STRATEGY
— of everything

OVERVIEW & INTRODUCTION

STRATEGY IS OVERLY COMPLICATED

Projects, products and businesses fail for various reasons, but too often, it's due to a lack of strategic clarity. Either there's no strategy at all, their execution is misaligned or the strategy is overcomplicated and not communicated effectively.

The Strategy of Everything solves all of these crucial issues by focusing on and developing four simple skills. **The Strategy of Everything** teaches the creative and critical thinking skills needed to make strategy easier to create and communicate.

Consisting of four simple, visual and practical tools, **The Strategy of Everything** coaches users to enhance their strategic thinking, making identifying risks, opportunities and patterns second nature.

THE FOUR SKILLS

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Aligning Goals with Tasks

Learn how to discover and define your north star objective. Be explicit about the goals and tasks that will help you get there.

Create top-to-bottom clarity on what success looks like and ensure every single task performed contributes to the big picture.



Understanding the rules of the game

Understand the constraints that you are working with. Who the other players in the game are and where can you get creative?

Know which constraints are flexible, which are rigid and who can help influence them.



Identifying Risk & Opportunities

Be able to spot and identify mission ending risks and game changing opportunities that align with your goals.

Understand where you need to deploy resources effectively to have the biggest impact, whether you are playing defence or going on offence.



Your Unfair Advantage

Uncover what advantages you have by reflecting on your experiences and strengths.

Understand how to apply your advantages to maximize your opportunity or minimize your risks.

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THE TOOLS



THE HIERARCHY OF GOALS

The
STRATEGY
— of everything



Aligning Goals with Tasks

The Hierarchy of Goals is a visual tool designed to align your primary goal to your day-to-day tasks.

Make sure your resources are focused on tactics that are going to have an impact.

Ensure the entire team is aligned to the ultimate goal so they know how they contribute.



THE CONSTRAINTS & CHARACTERS MAP

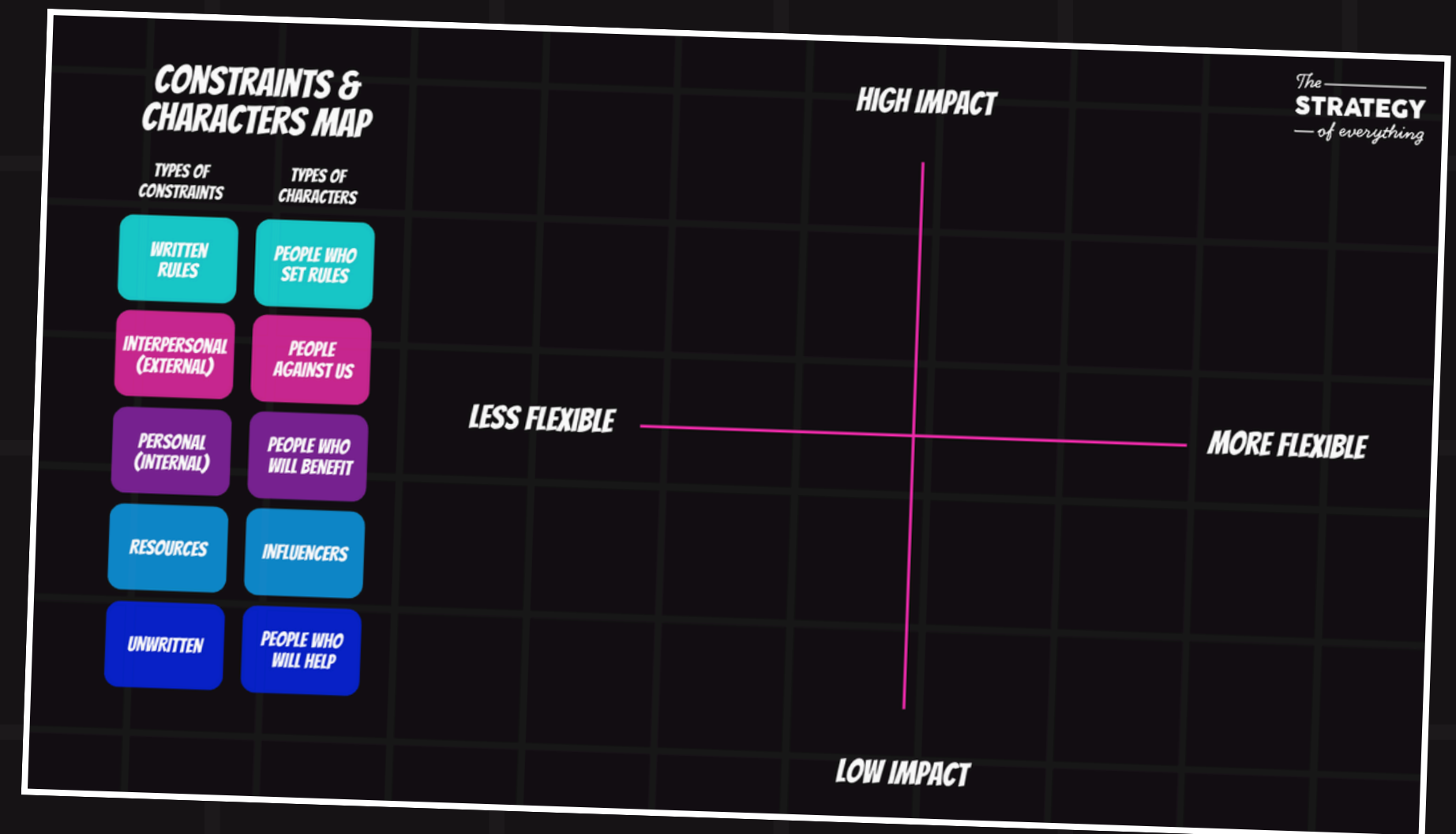
The **STRATEGY**
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Understanding the
rules of the game

The **Constraints & Characters Map** helps you visualize which constraints could be more restrictive and impactful on your mission.

Map the people who can help you, you are working against you and who will gain from your success so you can start to strategize about how to be creative with your resources.



THE RISKS & OPPORTUNITIES MAP

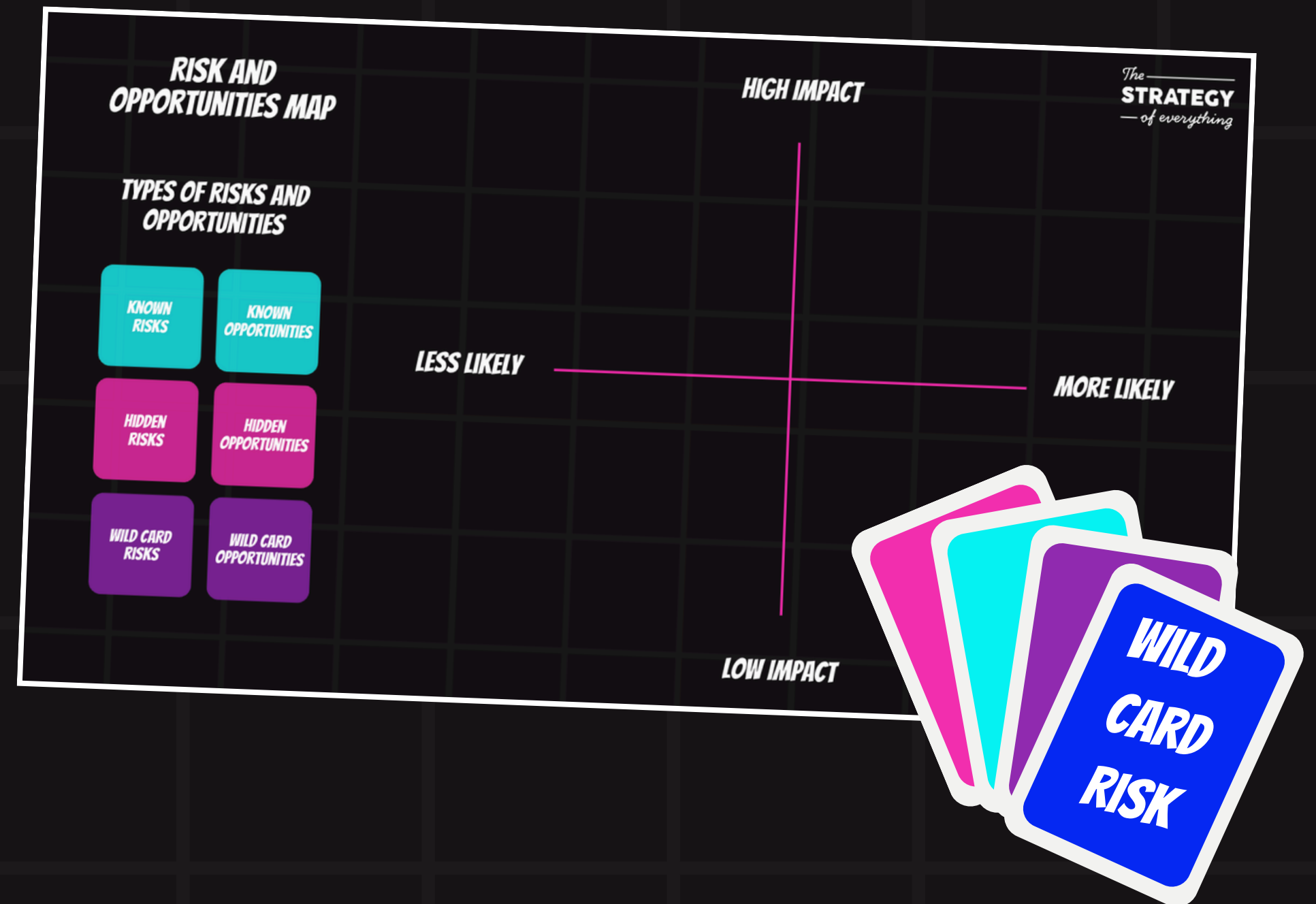
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Identifying Risk & Opportunities

The **Risks & Opportunities Map** is a tool to help you identify which potential risks and opportunities could have the biggest impact on your journey. This helps you decide where to put your effort and resources.

Using the **Risk & Opportunity Cards**, you will go deeper than the surface level. Uncover Unseen risks and Wild Card opportunities, expanding your perspective.



THE ADVANTAGE MIRROR

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Your Unfair
Advantage

The **Advantage Mirror** is designed to help you identify your unfair advantages and use them to help drive your strategy.

Everyone has unique talents and experiences that can give them unfair advantages. But we rarely slow down to write them down and think about how to apply them strategically.

This is not the time to be shy or hold back. Be bold, be honest and look yourself in the mirror.

Reflecting on _____
By _____
Date _____

THE ADVANTAGE MIRROR

THE STRATEGY — of everything

THINGS YOU ARE GOOD AT	YOUR UNIQUE EXPERIENCES
THINGS YOU AREN'T GOOD AT	YOUR VALUES



Use the Advantage Mirror as an individual or as a group to discover where your team can win.

HOW WE WORK WITH TEAMS

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TSOE BOOTCAMP

- Equip the entire team with a common language and tools.
- Work on real business challenges.
- Learn all 4 tools and skills

PROJECT WORKSHOPS

- Deep dive into a current or upcoming project
- Custom mix of tools and workshops for your project

SKILLS MASTERCLASSES

- Specific workshop for one of the key skills to up-level your team
- Quarterly/Annual Goal Alignment
- Risk & Opportunity Discovery
- Unfair Advantage Workshop

ON-GOING COACHING

- Regular monthly/quarterly coaching
- Adhoc quick serve check ins (15-60 mins)

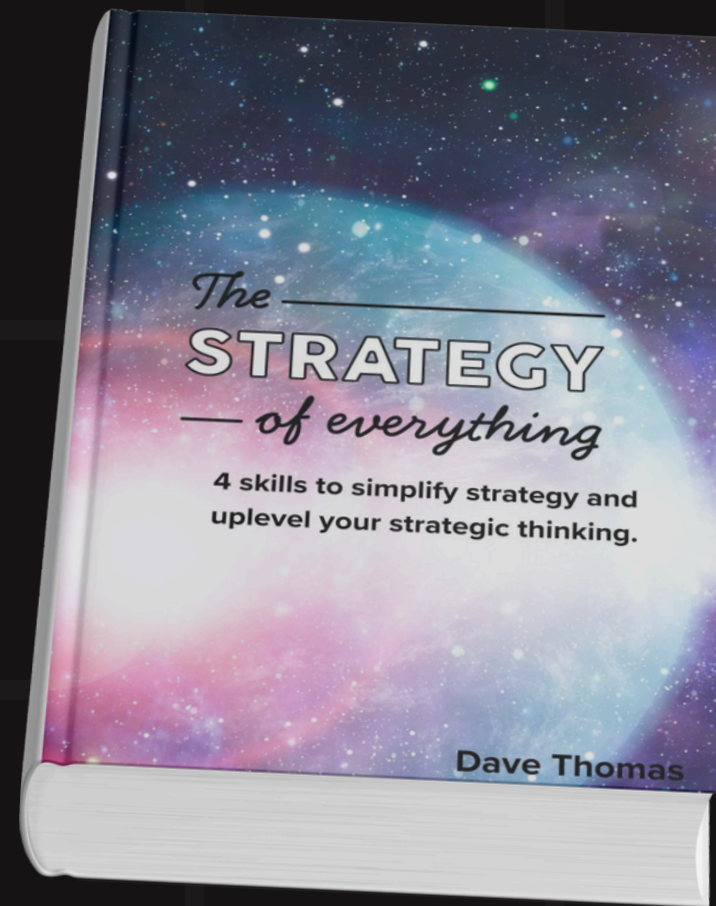
We work with teams and individuals to help uplevel their strategic thinking while applying the skills directly to their current work.

We don't just work on case studies, we help you work through your most important challenges while teaching you the skills and tools.

Train the whole team to create a common language, build a more innovative culture and uplevel your collective strategic thinking.

Dive deep into a specific project or get quick questions answered with our ongoing coaching options.

WHAT WE'RE WORKING ON



***PRE-ORDER THE BOOK
LAUNCHING 2025***



***LISTEN OR WATCH THE PODCAST
ON SPOTIFY AND YOUTUBE***

GET IN **TOUCH**



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