



**THE BUSINESS  
GYM**

Exercise your  
full potential

# the **strategy** Bernard Ross and Clare Segal **workout**

**tried-and-tested**  
**10**

The  
steps that will  
build your strategic  
thinking

'Concise, accessible and thorough, the first step in any strategy is  
to read this book!'

*Tim Reed, CEO, Health Action International, Holland*

# Praise for *The Strategy Workout*

*'A practical and highly useful "how to" manual for developing the all-important strategy for any organisation. This is a must-read for anyone starting out in management, and would be useful even at senior management and board level.'*

Geoff Peters, CEO, Moore DM Group and  
Chairman, CDR Fundraising Group USA

*'This is the book I wish I'd when a junior manager keen to make my way in complex organisations. It's clear and insightfully covers all the big issues and techniques.'*

Peter Hewitt, Chief Executive, Guy's and St Thomas' Charity

*'The first step in any strategy is to read this book! Ross and Segal present a concise, accessible and thorough read and offer all the tools you need to contribute to strategy.'*

Tim Reed, CEO, Health Action International, Holland

*'So many people are intimidated by strategy, and particularly by books about how to create it. This one takes the fear away and cuts through the waffle that often surrounds strategy development. It's particularly good for emerging managers who want to contribute more but aren't sure how. I'd also recommend to those who have done it so many times before it's gotten stale – this is a good refresher.'*

Caroline Harper PhD, CEO, Sightsavers International

# Strategy Workout, The

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