

**HOW TO
CREATE A
STRATEGY
READY FOR
ANYTHING**



RALPH FERNANDO

*'This RADAR approach offers me practical
advice that I can dip into as I run my business.'*

ANDREW SHAND, CEO, EUROPE AND MEA, HELINOX

FT PUBLISHING
FINANCIAL TIMES

Praise for *Agile Strategy*

‘This is the new frontier of strategy – a timely and practical guide to succeeding in the fast-changing environments in which we now operate’.

Kevin Keaney, CEO, The Works

‘In our world of fast and permanent transformation, agility is a hotly contested business topic and one of the most important success factors of any organisation. *Agile Strategy* cuts through the noise to offer clear, practical guidance on how even the largest of companies can become more responsive and adaptable.’

Denis Terrien, Chairman, Vivarte Group

‘This is a deeply practical guide to the tools, culture and mindset required for agile strategies.’

David Robinson OBE, CEO, Le Chameau

‘Business has always continued to evolve and change, but there feels like a much more significant shift going on at the present time; one that requires a different way of thinking and a quicker and more agile response. This book is both thought-provoking and challenging whilst the methodology is based on solid principles relevant to today’s volatility, uncertainty, complexity and ambiguity (VUCA^{no}). For those who want to challenge themselves, their business and their teams, this book provides a more contemporary framework to understand what is going on and how best to develop a relevant strategy that overcomes many of the legacy issues faced by businesses today.’

Peter Taylor, Brand CEO

‘The last thing the world needs is another heavy tome on strategic management! But hold on a minute, this RADAR approach actually offers me practical advice that I can dip into as I run my business. It is a VUCA world, so the concept of shorter-term Horizon management grabbed me.’

Andrew Shand, CEO Europe and MEA, Helinox

Agile Strategy

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