

NEW APPROACHES TO
STRATEGY
...creating something special



Many businesses and industries find themselves at a crossroads right now, with traditional business models and approaches to strategy seemingly reaching a ceiling and unable to yield the new thinking and results so badly needed.

The complexities of a volatile world and the relentless pace of change are leading many to realise that purely analytical approaches to strategic direction are falling short and are too regimented to provide them with the fundamental shift they need to beat the competition. More adaptive and emergent strategies are needed.

A hand is shown in the lower right corner, holding a piece of white chalk and drawing a diagram on a dark chalkboard. The diagram consists of several rows of 'X' and 'O' marks. The top row has five 'X' marks. The second row has five 'X' marks. The third row has five 'O' marks. The fourth row has one 'O' mark. The fifth row has one 'O' mark. A curved line is drawn around the 'X' and 'O' marks, and a straight line is drawn from the bottom left to the bottom right, passing through the 'O' marks. The background is dark, and the chalk is white.

THE ART OF STRATEGY HAS BECOME FORMULAIC

The challenge for the modern executive is not 'how can I think myself to a more clever answer' but 'how can I enable more creative thinking to unlock the future'. This is difficult. The 'system' rewards endless slide decks of statistics and logic and not the inspirational intent of deep held belief that can lead to truly innovative strategy.

Yet in so many different industries all the competitors hold the same slide decks built from the same analytics, so all the strategies are the same and we end up playing not to lose by default, rather than playing to win.

INSPIRING PEOPLE TO BREAKTHROUGH REQUIRES CULTURAL & LEADERSHIP SUPPORT

What is needed to break this cycle is a leadership and cultural shift that enables people to see the world differently and to perceive new possibilities.

Great strategy comes from great insight. Great insight comes from great questions. Great questions come from great teams working in high quality relationships with a freedom to explore and investigate. And great strategies come from intense co-creative, immersive experiences that

redefine people's worldviews and lead to fundamental shifts in the way leaders perceive what is in front of them.

This can only occur if a truly safe environment can be created where individuals can explore the unknown together without fear. It can only be born from a genuine desire to do something different and to hold the course through great uncertainty.



APPROACH STRATEGY FROM A NEW ANGLE

The journey of discovery is both an intellectual one and an emotional one, requiring people to approach strategy development in a completely new way, a way that will push people out of their comfort zones to a place where they can begin to break away from the traditional approaches they have previously relied on through:

- Building a creative and leadership 'container' for a team to go on the journey
- Understanding personal and team behaviours that get in the way
- Sharing individual prejudices
- Developing and sharing worldviews
- Learning to respect the views of others to allow something new to emerge
- Co-creating where to look, understanding pattern, generating breakthrough questions
- Developing insight and further insight through deep immersive experiences
- Breaking through by thinking together and not compromising
- Testing hypotheses with the broader leadership
- Onboarding for implementation



We have been helping to create new
approaches to strategy for 20 years.

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