

CONTENTS

| | | |
|---|--|-----|
| | Acknowledgments | vii |
| | Introduction: What I Learned in Office Hours | 1 |
| 1 | Strategy and Leadership | 7 |
| 2 | Are You a Strategist? | 15 |
| 3 | The Myth of the Super-Manager | 23 |
| 4 | Begin with Purpose | 39 |
| 5 | Turn Purpose into Reality | 57 |
| 6 | Own Your Strategy | 79 |
| 7 | Keep It Vibrant | 109 |
| 8 | The Essential Strategist | 133 |
| | Author's Note | 149 |
| | Frequently Asked Questions | 151 |
| | Recommended Reading | 159 |
| | Notes | 165 |
| | Index | 175 |