

















ARE YOU A STRATEGIC THINKER?

Strategic thinking goes beyond looking at what is – it involves imagining what could be. It's a fresh point of view on a market, a unique take on the future, or a capacity to imagine new answers to old problems. Strategic thinking is everyone's responsibility, not just that of a CEO or management team.

| STRATEGIC THINKING | CONVENTIONAL THINKING |
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|  <p>FUTURE-BASED They anticipate change and look for opportunities that may arise.</p> |  <p>REACTIVE They rarely initiate ideas and wait to be told what to do or what actions to take.</p> |
|  <p>CURIOS They are interested in what is going on throughout their department, organization, industry, and the larger business environment.</p> |  <p>ISOLATED They typically work without input from others or without understanding others' goals and objectives.</p> |
|  <p>LONG-TERM FOCUS They are willing to invest today to gain a better outcome tomorrow.</p> |  <p>SHORT-TERM FOCUS They often do not consider the potential impact of an action on long-term goals.</p> |
|  <p>WILLING TO TAKE RISKS They aren't limited to past or current thinking and are willing to try new methods.</p> |  <p>CAUTIOUS They fear changing or challenging the status quo.</p> |
|  <p>ABLE TO PRIORITIZE They do not equate being busy with being effective. They place a high value on projects with the potential for great impact and return.</p> |  <p>UNABLE TO PRIORITIZE They often treat all tasks equally without regard to impact.</p> |
|  <p>NIMBLE They are able to adjust and modify their approaches.</p> |  <p>INFLEXIBLE They may be unwilling to alter their plans even when adjustments could yield a better return.</p> |
|  <p>LIFE-LONG LEARNER They proactively seek knowledge and skills and are willing to teach others.</p> |  <p>SATISFIED They normally are not interested in learning new things or methods, and are content with their current capabilities.</p> |
|  <p>CREATIVE They consider unorthodox ideas.</p> |  <p>PREDICTABLE They often stick with familiar paths.</p> |