

INTRODUCTION

MODULE 4

Military Principles of Strategy

Strategy has been studied and written about for 2500 years, going back to Thucydides' "History of the Peloponnesian War." The same principles that have enabled leaders to win difficult battles despite adversity and overwhelming odds can help you succeed in a competitive marketplace today.

The mark of the superior leader is *thoughtfulness*. Your ability to take all the facts of a situation, to consider and evaluate them accurately, and then to make action decisions is the hallmark of the superior leader.

The Art of the General and the principles of military strategy are taught to leaders in every military academy to prepare them for the most critical of all leadership responsibilities. These principles apply to your products and services, your business and your competition, every single day.

In this program, you will learn how to apply some of the most important principles of strategy to everything you do.

"Take arms against
a sea of troubles,
and in so doing,
end them."

— *Shakespeare*

WHAT YOU WILL LEARN IN THIS SESSION

“The leader accepts

high levels of

personal

responsibility for

performance

1. The parallels between corporate strategy and military strategy;
2. The military objectives of strategy;
3. The principle of the objective;
4. The principle of the offensive;
5. The principle of mass;
6. The principle of maneuver;
7. The principle of intelligence;
8. The principle of concerted action;
9. The principle of exploitation;
10. The most important quality of leaders.