

STRATEGYMAN LEARNING SYSTEM®



The Quest to Become Strategic Starts Here

What happens when a superhero comic book and strategy textbook collide in an explosion of video animation, epic music, and high-level strategy content? The StrategyMan Learning System (SLS) is an online gamified training program to help your team master what research has shown to be the most important skill for managers to possess: strategic thinking.

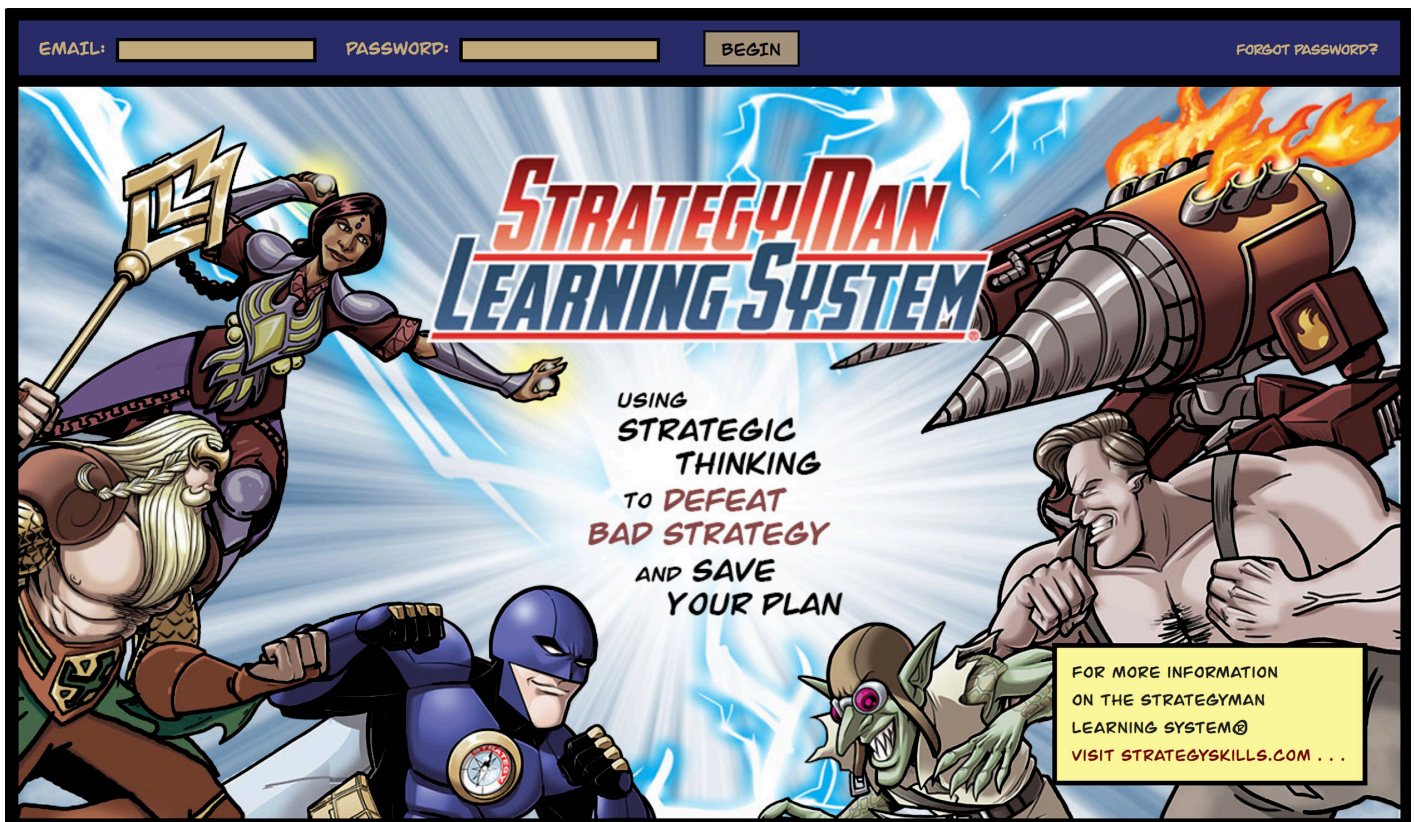
The StrategyMan Learning System follows the story of the fictitious company TechnoBody as they battle the Anti-Strategy Squad in an attempt to save their business from strategycide. Studies from Stanford University show that people remember 6-7 times more information when it's presented in a story format. The SLS consists of 12 levels, with each level containing a mission that managers must complete and a villain to defeat. Follow along with the engaging animated graphic novel and master the following topics:

- Level 1: Strategy Defined
- Level 2: Purpose: Mission, Vision and Values
- Level 3: The 3A Strategic Thinking Framework
- Level 4: Competitive Differentiation
- Level 5: Innovation Tools & Techniques
- Level 6: Internal Communication: Leading Strategic Meetings
- Level 7: Strategic Decision Making
- Level 8: Focus and Strategic Trade-offs
- Level 9: Using SWOT Analysis for Strategy Development
- Level 10: Effective Strategy Execution
- Level 11: Championing Strategy Through Culture
- Level 12: Tactical Execution

At the end of each level, managers face three challenges in the form of knowledge questions, scenarios, and strategy exercises. This comprehensive program contains 84 knowledge questions, 36 scenarios and 20 strategy exercises for a total of 140 potential points to score. Viewing time is approximately three hours.

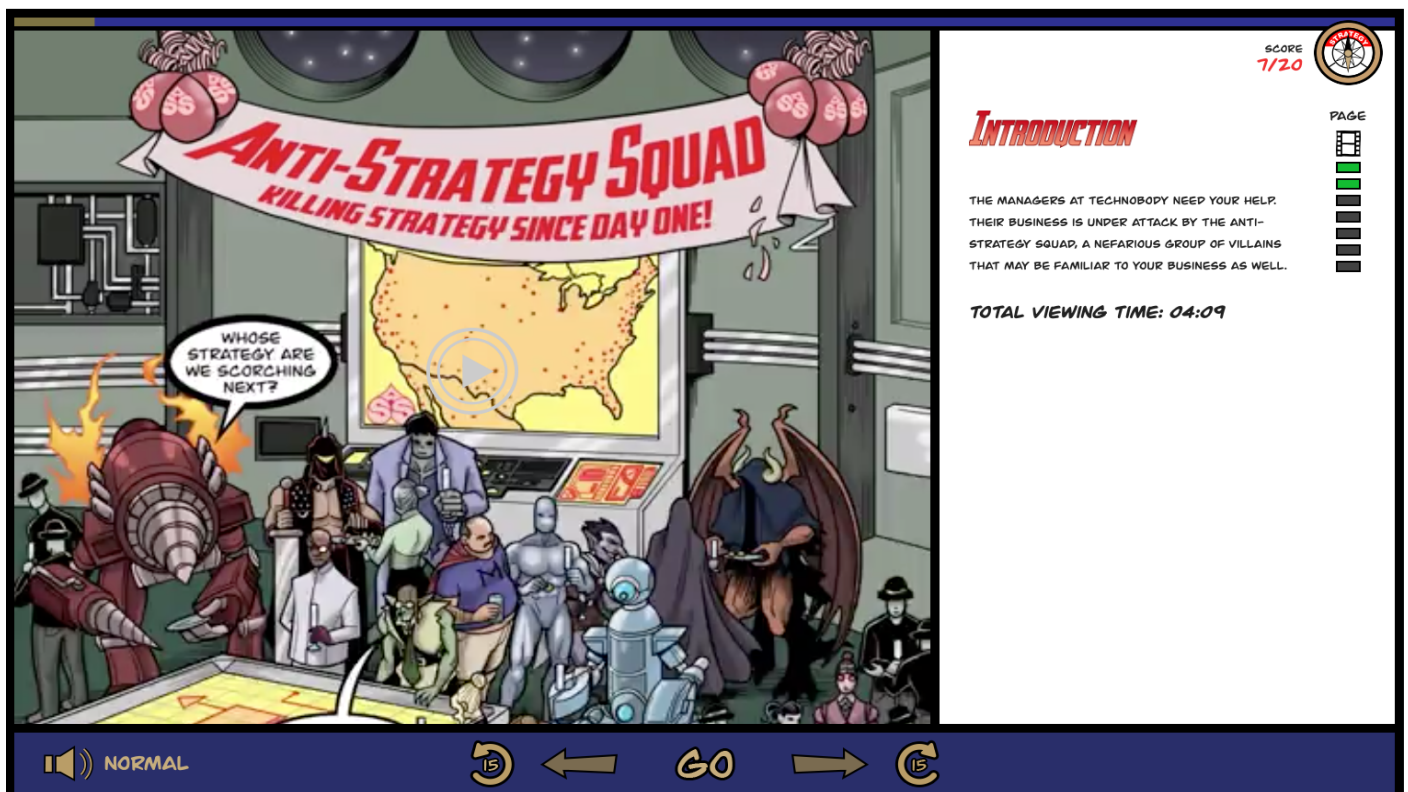
LOGIN SCREEN

Managers will receive an email to create a unique password to log in.



PROGRAM VIEWER

The program begins with the Introduction section, which leads into Level 1.





RECON

After viewing each chapter, managers will answer knowledge questions.

CHAPTER 1
RECON: DEFEAT IGNORMOUS

SCORE
02/243


STRATEGYMAN
02


IGNORMOUS
00

RECON
[5 bars: 4 green, 1 grey]

SKIRMISH
[3 bars: 2 grey, 1 black]

WEAPON
[1 bar: black]

GOALS AND OBJECTIVES REPRESENT:

- A. THE ABILITY TO DELIVER SUPERIOR VALUE BASED ON DIFFERENTIATED ACTIVITIES.
- B. THE PURPOSE OF THE BUSINESS.
- C. WHAT YOU ARE TRYING TO ACHIEVE.
- D. LONG-TERM TARGETS.


NEXT...


SKIRMISHES

Managers will then assess strategy situations to identify the best course of action. These scenarios help to transform thinking into action.

CHAPTER 1
SKIRMISH: DEFEAT IGNORMOUS

SCORE
04/243


STRATEGYMAN
04


IGNORMOUS
01

RECON
[5 bars: 4 green, 1 grey]

SKIRMISH
[3 bars: 2 green, 1 red]

WEAPON
[1 bar: black]

A CROSS-FUNCTIONAL MEETING BETWEEN SALES, MARKETING, HR AND FINANCE GRINDS TO A HALT BECAUSE PEOPLE ARE USING DIFFERENT BUSINESS PLANNING TERMS. WHAT WILL YOU DO?

- A. CALL A TIMEOUT AND HAVE EACH TEAM SHARE THEIR PLANS IN MORE DETAIL SO EVERYONE CAN BETTER UNDERSTAND EACH OTHER'S PERSPECTIVES ON THE BUSINESS.
- B. LEVEL SET THE GROUP ON THE DEFINITIONS OF THE BASIC BUSINESS PLANNING TERMS AND PROVIDE EXAMPLES OF EACH SO PEOPLE ARE WORKING OFF A COMMON LANGUAGE.
- C. HAVE EACH GROUP PROVIDE EXAMPLES OF THEIR GOALS, OBJECTIVES, STRATEGIES AND TACTICS AND THEN LOOK FOR COMMONALITY IN THE USE OF TERMS TO ARRIVE AT A SHARED MEANING.

NEXT...

WEAPONS

Managers will then download a template to complete the strategy exercise.


CHAPTER 1

WEAPON: GOST FRAMEWORK

RECORD YOUR GOALS, OBJECTIVES, STRATEGIES AND TACTICS IN THE ATTACHED TEMPLATE.

REVIEW AND CHECK OFF EACH CRITERION YOUR WORK MEETS:

- ☒ THE GOALS EXPRESS WHAT GENERALLY YOU ARE TRYING TO ACHIEVE.
- ☒ THE OBJECTIVES EXPRESS WHAT SPECIFICALLY YOU ARE TRYING TO ACHIEVE.
- ☒ THE OBJECTIVES ARE QUANTIFIED AND HAVE A TIME FRAME ATTACHED.
- ☒ THE STRATEGIES EXPRESS HOW GENERALLY YOU WILL ACHIEVE THE GOALS.
- ☒ THE TACTICS EXPRESS HOW SPECIFICALLY YOU WILL ACHIEVE THE GOALS.




STRATEGYMAN





07




IGNORMOUS


02

SCORE
07/243



RECON





SKIRMISH





WEAPON



GOST FRAMEWORK

In the table below, record a goal, objective, strategy and tactics for your business.

Goal	
Objective	
Strategy	
Tactics	

Notes:





DOWNLOAD

THE CHART TO
COMPLETE THE
EXERCISE AND SCORE
YOUR POINTS...

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RESULTS


After completing the knowledge questions, scenario assessments and strategy exercises, managers receive their chapter results and "level up."


The screenshot displays the end-of-chapter screen for "Chapter 1" in the game "GOST Framework". On the left, a character in a blue tactical suit with a compass-like emblem on the chest stands next to a large green starburst containing the word "POW!" in yellow. A speech bubble from the character reads: "CONGRATULATIONS! YOU DEFEATED ANOTHER MEMBER OF THE ANTI-STRATEGY SQUAD AND HAVE ADDED VALUABLE KNOWLEDGE, SKILLS, AND TOOLS TO YOUR STRATEGY ARSENAL. WHEN YOU'RE READY, SELECT 'LEVEL UP' TO FACE YOUR NEXT VILLAIN."

In the top right corner, there is a circular logo featuring a stylized figure. Below it, a vertical progress bar shows five green segments under the label "RECON" and two red segments under the label "SKIRMISH". To the right of the bar, the word "WEAPON" is visible above another set of bars.

The main area on the right shows the "TOTAL SCORE: 07/243" in red. Below this are two circular portraits: one of a man in a blue mask labeled "STRATEGYMAN 07" and another of a man with grey hair labeled "IGNORMOUS 02". At the bottom center, a yellow button with a black border contains the text "LEVEL UP: CHAPTER 2".

DASHBOARD

Managers can access the Dashboard any time by clicking the compass. 



TOTAL SCORE

118

RICH HORWATH

EPIT

CHECK THE LEADERBOARD

CONTINUE YOUR MISSION

MANAGE YOUR TEAM

INTRODUCTION

CHAPTER 1
STRATEGY DEFINED

CHAPTER 2
PURPOSE

CHAPTER 3
STRATEGIC THINKING

CHAPTER 4
COMPETITIVE DIFFERENTIATION

CHAPTER 5
INNOVATION

CHAPTER 6
INTERNAL COMMUNICATION

CHAPTER 7
MULTITASKING & DECISION MAKING

CHAPTER 8
FOCUS & TRADE-OFFS

CHAPTER 9
STRATEGY DEVELOPMENT


CHAPTER 10
STRATEGY EXECUTION

CHAPTER 11
CHAMPIONING STRATEGY

CHAPTER 12
TACTICS


SCORE

118/140



LEADERBOARD

Managers and administrators can monitor progress on the Dashboard.




TOTAL SCORE

07

FARAH AFNAN

RETURN TO MY DASHBOARD



RANK	NAME	POINTS	LEVEL
01	ANDRES MARTINEZ	243	12
02	DAVID VAN SLYKE	240	12
03	JULIA PENN	229	11
04	GARY GUNTER	225	11
05	AUSTIN SHUPE	210	10
06	SAWYER SHUSTER	180	08
07	DAMIEN CECERE	176	08
08	SHAYR DAVIS	156	06
09	GARY NELSON	151	05
10	FARAH AFNAN	07	01

SCROLL UP SCROLL DOWN

PROGRAM CERTIFICATE

Managers will receive a program certificate upon successful completion.



The SLS was developed by Rich Horwath, CEO of the Strategic Thinking Institute. Visit www.StrategySkills.com and click on “Learning System” to watch a preview video and request a free trial or send an email to Rich@StrategySkills.com.

Become a strategy superhero to your managers by giving them the most educational and entertaining strategic learning experience in the universe!

WHAT BUSINESS LEADERS ARE SAYING:

“StrategyMan is a fun, effective program that provides managers with valuable concepts to understand strategy in its simplest form, and to develop strategic thinking skills. It is also a great refresher course for executives who understand the critical importance of strategy, and want to validate that they are using the proper terms and definitions when communicating corporate goals, objectives, strategies and tactics across their organization. Rich is a master at bringing these concepts to life.”

Jeffrey Sanfilippo, CEO, John B. Sanfilippo & Son, Inc.

*“People have long been fascinated by corporate strategic superheroes, such as Steve Jobs, Jack Welch, Anita Roddick, and Jeff Bezos, who have produced tremendous financial returns for stakeholders and society. In *StrategyMan vs. the Anti-Strategy Squad*, Rich Horwath presents actionable tactics in an engaging and creative way that vividly illuminates strategic thinking and strategic management processes. With this book, he has saved strategic thinking and management from being its typically dry and uninspired character and re-imagined it for all to thoroughly enjoy, learn from, and put to good use.”*

Dr. John J. Sosik, Professor of Management and Organization, Penn State University

“StrategyMan vs. The Anti-Strategy Squad is another great resource to help our customer-facing teams strengthen their strategic mindset. Rich has been a valued partner and has been instrumental in building the strategic thinking capabilities within all of our teams.”

Kevin Kutler, Executive Director, Head of Training and Development, Novartis

WHAT BUSINESS LEADERS ARE SAYING:

“Rich has done the impossible—he has created an engaging, insightful, and thoroughly entertaining book on strategy that will improve strategic thinking in any organization from the C-Suite to your frontline workers. *Strategyman* saves the day—this is the most creative business book I've ever read.”

Bradley Hartmann, President & CEO, Red Angle

“In this new book Rich has found a way to take the abstract concept of strategy and address the fact that while we use the term frequently, many, if not most, don't understand what exactly a strategy is. The comic book format is a fun way to convey real business knowledge.”

Don Sawyer, Senior Vice President, Bayer Healthcare

“Rich has taken what has normally been the mundane and largely academic topic of Business Strategy and turned it into a fun, that's right fun, learning experience. As a leader at a large consulting firm, "Strategy" is one of those terms like "Innovate" and "Disrupt" that is often used, and just as often, inaccurately. And just as challenging to find are the tools necessary to make Strategic Planning and Thinking simple. Mission accomplished. Writing in a comic book-style (brilliant), Rich breaks down the scenarios and challenges we've all faced and provides the tools and solutions in a simple, easy to understand format. After reading I bought copies for entire team. Highly recommend!”

Jim Rose, Senior Manager for Talent Acquisition, Deloitte

Visit www.StrategySkills.com and click on “Learning System” to watch a preview video and request a free trial or send an email to Rich@StrategySkills.com.