



The Chemistry of Strategy: Strategic Planning for the Not-Yet-Fortune 500

Myrna John W

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As a leader of a small to mid-sized business with 20 to 500 employees, do you find yourself falling short of goals you set at the start of the year? Do you believe that strategy is an important element in achieving your goals, but you've avoided strategic planning because you think it's too time-consuming and too complicated? Have your previous goal-setting efforts resulted in a strategic plan that collects dust on the shelf? In *The Chemistry of Strategy: Strategic Planning for the Not-Yet-Fortune 500*, strategic planning expert John W. Myrna offers a practical and proven formula that helps small and mid-sized companies like yours create and execute a successful strategy so you can turn your company vision into reality.

Success requires that your vision be shared and understood. This book explains the three key elements in the author's "chemistry of strategy," all critical for first creating, then effectively communicating your strategy to people beyond the executive team, dramatically improving the odds of achieving your vision. Based on author John W. Myrna's 20 years of experience facilitating strategic planning for hundreds of organizations, *The Chemistry of Strategy* helps business executives work as a team and:

Understand what role strategy and strategic planning can and should play in a not-yet-Fortune 500 company, even if your company has limited resources and staff compared to the companies usually featured in so many strategic planning books.

Understand why your company would want to utilize the chemistry of strategy to dramatically increase the value of the organization and your personal success.

Apply practical, proven methodologies that show how smaller organizations like yours can develop, implement, and sustain a strategic planning process that focuses daily actions and turns vision into reality.

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