



# Making Your Strategy Work: How to Go From Paper to People

*Chris Outram*

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## **Making Your Strategy Work: How to Go From Paper to People** Chris Outram

Most strategy books on the market are about formulating and developing a winning strategy. Executing that strategy is often neglected. *Making Your Strategy Work* will show you how to get your strategy from paper to people.

With help from 100 leading executives, including Justin King (CEO of Sainsbury's), Bob McDonald (CEO of Procter & Gamble) and Terry Leahy (ex-CEO of Tesco), this book answers the big strategy questions:

- Why is strategy development so difficult these days?
- How do you engage your people with your strategy?
- How do you lead and manage strategy effectively?

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