
NAVIGATING THE PARADOX OF CHOICES IN STRATEGY

WAQI MUNIM



STRATEGY IS A CHOICE

- Strategy is an integrated set of choices and resource allocation to achieve pre-determined objectives that provide a competitive advantage.



FOUNDATIONAL PILLARS OF STRATEGY

Expanding the
frame of thinking

Making choices
for a Competitive
Advantage

Excellence in
Execution

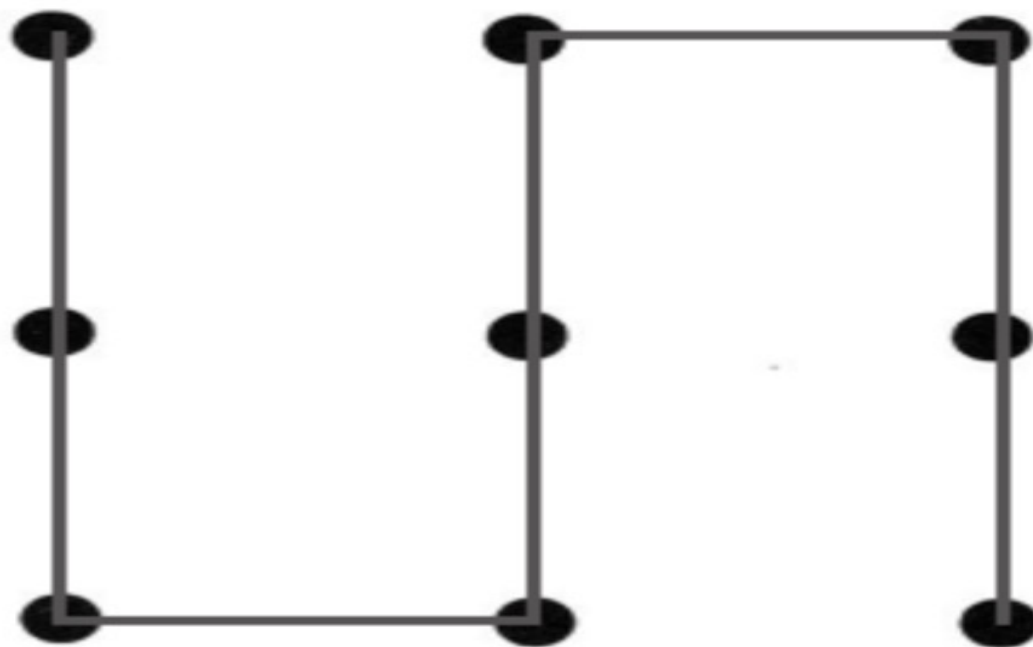
EXPANDING THE FRAME OF THINKING

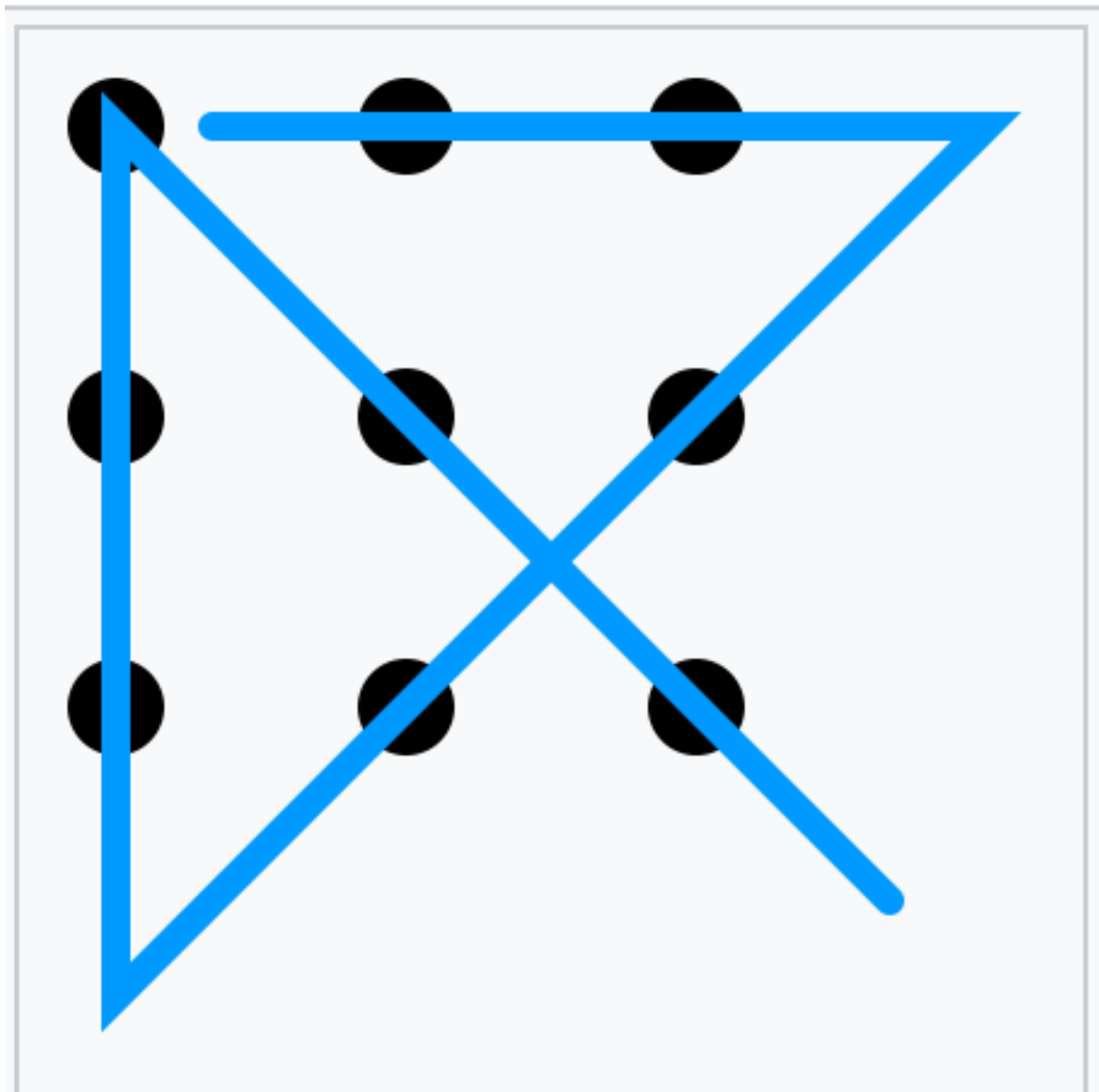
- Creativity and Innovation
- Anticipating Change
- Diverse Perspectives
- Challenging Assumptions

NINE DOTS PROBLEM



FIRST TRY



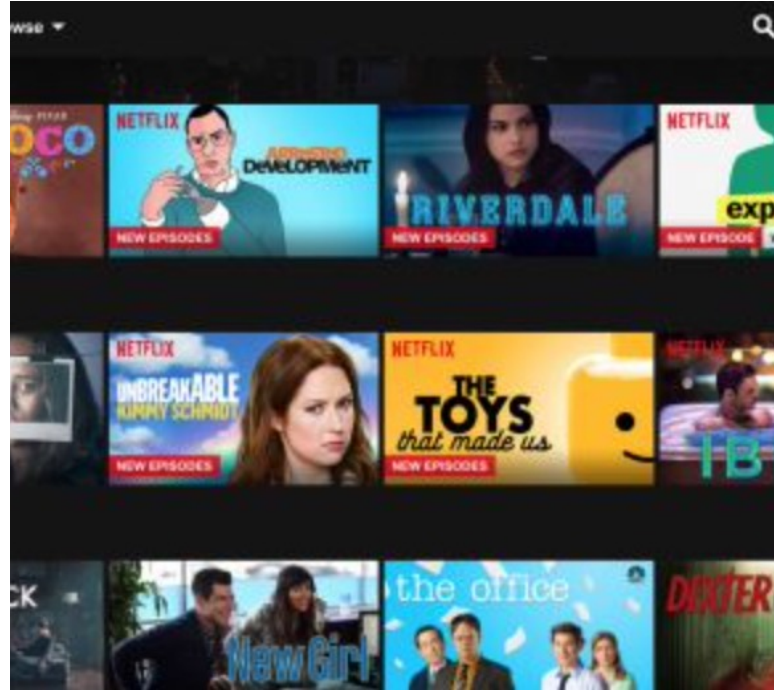


SOLUTION

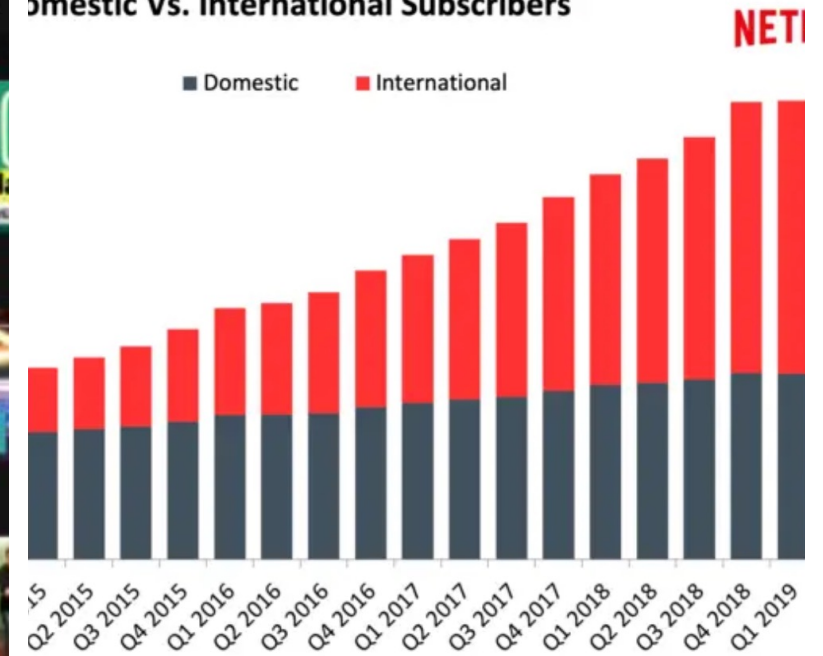


STRATEGY IN ACTION - APPLE INC.

NETFLIX



Domestic Vs. International Subscribers



STRATEGY IN ACTION - NETFLIX

MAKING CHOICES FOR COMPETITIVE ADVANTAGE

- Focus and Differentiation
- Resource Allocation
- Sustainable Positioning
- Risk Mitigation

The Amazon logo, featuring the word "amazon" in a bold, dark blue, lowercase sans-serif font. Below the text is a curved orange arrow that starts under the letter 'a' and ends under the letter 'z', pointing upwards and to the right.

AMAZON LOW COST STRATEGY



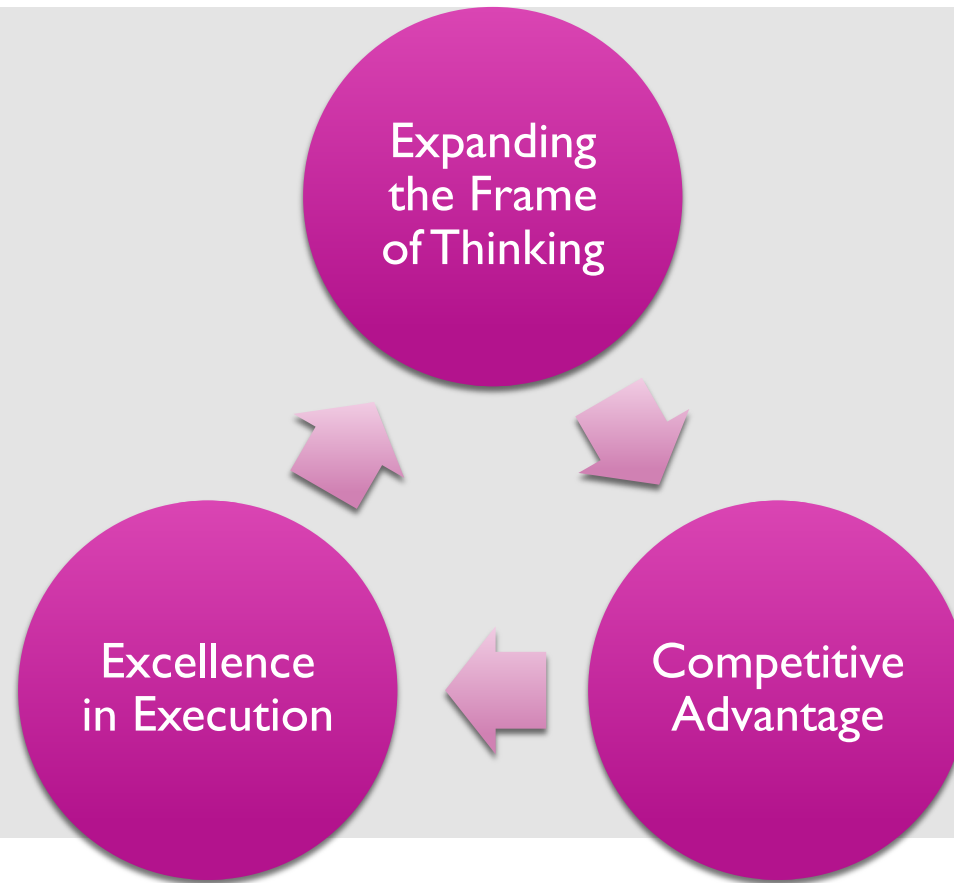
STRATEGY IN ACTION

EXECUTIONAL EXCELLENCE

- Turning Strategy into Action
- Accountability
- Adaptability
- Feedback and Learning



STRATEGY IN ACTION – TOYOTA LEAN MANUFACTURING & KAIZEN



SYNERGY OF THE THREE PILLARS