



## Strategy For You: Building a Bridge to the Life You Want

By Rich Horwath

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**Strategy For You: Building a Bridge to the Life You Want** By Rich Horwath

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Do you have a plan for life? Think back on your life and how you arrived at where you are today. Did you envision where you wanted to be and then map out a strategy for getting there? Or, have you bounced around like a bumper car from one thing to the next? New research shows that only 15 per cent of adults have a written plan for their life. But what if you believe that you have more to offer? Much more. In this book, world-renowned business strategist Rich Horwath provides a five-step plan for building a bridge to the life you want. Using the foundational principles of business strategy, Horwath lays out the five steps you can take to create a more fulfilling and successful life: Discover: Uncover your purpose through insight; Differentiate: Identify your unique strengths; Decide: Allocate your resources; Design: Develop your action plan; and, Drive: Execute your plan. The book gives you the opportunity to maximise your true potential at work and at home. Are you ready to build a bridge to the life you want?

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# **Strategy For You: Building a Bridge to the Life You Want**

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**Strategy For You: Building a Bridge to the Life You Want** By Rich Horwath **Bibliography**

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### **Editorial Review**

#### **Review**

"Rich was able to teach my team strategy concepts and tools to change the way we think as leaders and move us from tactical to strategic thinkers. "Strategy for You" takes these foundational strategy principles and illustrates how people can apply them to their overall lives."

--Dave Taylor, director, Emerson Canada Engineering Center

- --Dave Taylor, director, Emerson Canada Engineering Center (01/24/2012)

#### **About the Author**

#### **FROM THE NEW YORK TIMES AND WALL STREET JOURNAL BESTSELLER**

Rich Horwath is a business strategist, author, and speaker committed to helping people think strategically to grow profitably. He is a former chief strategy officer and professor of management and is the founder of the Strategic Thinking Institute. His strategy consulting, training, and speaking work with world-class organizations has been profiled in Investor's Business Daily and on NBC and FOX. Horwath's previous book, "Deep Dive," has been described by the director of worldwide operations for McDonald's as the most valuable book ever written on strategic thinking. He lives in Barrington Hills, Illinois, with his wife and two children.

For more information visit [www.strategyskills.com](http://www.strategyskills.com)."

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