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FOR IMMEDIATE RELEASE

**STRATEGY MAN VS. THE ANTI-STRATEGY SQUAD
Using Strategic Thinking to Defeat Bad
Strategy And Save Your Plan**

By Rich Horwath

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

—Bradley Hartmann, President & CEO, Red Angle

This book “is another great resource to help our customer-facing teams strengthen their strategic mindset.”

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

**DON'T LET YOUR TEAM BE
OVERHWELMED BY THE ANTI-STRATEGY SQUAD**

**Rich Horwath’s Action-Packed Graphic Novel,
STRATEGY MAN VS. THE ANTI-STRATEGY SQUAD, Is The Ultimate Guide
To Effective Strategic Planning – and It’s A Blast To Read!**

In an unusual twist on the conventional business book, bestselling author Rich Horwath, CEO of the Strategic Thinking Institute, has created an action-packed graphic novel, enticingly called **STRATEGY MAN VS. THE ANTI-STRATEGY SQUAD** (Greenleaf Book Group, September 11, 2018). Using super heroes and villains, Horwath demystifies the strategic planning process, showing companies how to thwart the demons that prevent growth and continued success.

“Business people constantly talk about strategy, yet less than half of all companies have a universal definition of what strategy actually means,” says Horwath. “Confusion, inefficiency and bad strategy – the number one cause of business failure – is the result.”

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In **STRATEGY MAN VS. THE ANTI-STRATEGY SQUAD**, the main characters – Strategy Man, Purposeidon, and the trusty researcher Rich – come to the aid of TechnoBody, an innovative tech company about to launch an important new product.

TechnoBody is in trouble, though. Without knowing it, they've been targeted by the Anti-Strategy Squad who want to keep them confused about what strategic planning is really all about. Like so many other business people, TechnoBody's managers have created a strategic plan that's useless, just a bunch of highfalutin words. At the most basic level, they're confusing "strategy" with other key concepts. Luckily, Strategy Man steps in and clarifies the differences between strategy, goals, objectives, and tactics, so that they can develop a plan that's actionable. Purposeidon then shows them how to create mission, vision, and values statements that represent their company's true purpose, helping to align everyone in the organization.

Each step along the way, as employees at TechnoBody move closer to launch date, the members of the Anti-Strategy Squad aim to destroy their plans. Time Twister and Fire Driller try to divert workers' attention from their top priorities. Meeting Menace wants meetings to be ineffective and a waste of time, while Silo-Clops tries to keep employees operating in silos, so that different functional areas (e.g. marketing, sales, HR, finance) don't know each other's strategies. Meantime Status Quo-Lock hopes to ensure that TechnoBody doesn't attempt anything new, thus forgoing innovation and opportunities for growth.

In the end, Strategy Man and his cohorts defeat the villains' nefarious plans. And readers learn how they, too, can beat the Anti-Strategy Squad with effective planning and implementation on an ongoing basis. As Rich, the superhero researcher, explains, "If you commit to developing a strategic plan driven by insights, you can separate your company from the competition and provide superior value to your customers."

And as Strategy Man himself sums up, "There will always be businesses that fail due to

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bad or nonexistent strategy. But many more can succeed if they remember that strategic thinking is a triangle: Acumen, Allocation, and Action. These disciplines create a virtuous strategy cycle. New thinking creates new insights. New insights create new value. And new value creates new growth.” With **STRATEGY MAN VS. THE ANTI-STRATEGY SQUAD** as a guide, no business needs to fight the anti-strategy villains alone.

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ABOUT THE AUTHOR

Rich Horwath is a *New York Times*, *Wall Street Journal* and *USA Today* bestselling author on strategy. As the CEO of the Strategic Thinking Institute, Rich leads executive teams through the strategy process and has helped more than 50,000 managers around the world develop their strategic thinking skills. A former Chief Strategy Officer and professor of strategy, he brings both real-world experience and practical expertise to help leaders build their team's strategic capabilities.

Rich has appeared on ABC, CBS, CNBC, CNN, NBC and FOX-TV. He is recognized in the textbook ***Strategy in the 21st Century*** as one of the key contributors in the history of strategic management for his thought leadership. A highly sought-after keynote speaker, Rich has spoken to leaders at world-class companies including Google, Intel and FedEx and has been ranked the #1 speaker on strategy & innovation at national conferences.