



# StrategyMan vs. the Anti-Strategy Squad: Using Strategic Thinking to Defeat Bad Strategy and Save Your Plan

*Rich Horwath*

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## **StrategyMan vs. the Anti-Strategy Squad: Using Strategic Thinking to Defeat Bad Strategy and Save Your Plan** Rich Horwath

### **A Business Graphic Novel on Strategic Thinking**

?All over the world, strategies are dying. Thousands of businesses face bankruptcy. People's jobs are at stake. But what is the nefarious force killing them off? And who can save them? Strategist Rich Horwath combines strategy and superheroes to answer these questions and provide a groundbreaking approach to helping managers develop a common language and understanding of strategy to move from tactical to strategic thinkers.

New research shows that the No. 1 most important leadership capability for executives is strategic thinking. Yet, only 3 out of every 10 people are strategic. With the leading cause of business failure being bad strategy, it's critical that you and your team are equipped with the knowledge, skills, and tools to think strategically.

In *StrategyMan vs. the Anti-Strategy Squad*, you'll learn how to:

- Develop a common language for strategy
- Create a shared understanding of strategy
- Design a practical toolkit for strategy
- Think strategically on a daily basis
- Infuse innovation into your strategies
- Facilitate strategy conversations
- Lead strategic meetings
- Set clear strategic direction
- Profitably grow your business
- Create competitive advantage

### **The Battle of Good vs. Bad Strategy**

In this graphic novel, Technobody—maker of wearable technologies—is under attack. Its strategic plan is slowly being killed by the top 20 strategy challenges (villains) that every company faces: bad meetings (Meeting Menace), fire drills (Fire Driller), silos (Silo-Clops), and too many priorities (Dr. Yes), to name just a few. They are members of the Anti-Strategy Squad, a gang whose mission is to cause mass strategycide and global bankruptcy. But, Technobody will not fail without a fight. Led by their fearless managers and three superheroes—StrategyMan, Innovatara and Purposeidon—they will summon all of their strategic thinking powers to wage one final war against bad strategy and save their plan.

## **StrategyMan vs. the Anti-Strategy Squad: Using Strategic Thinking to Defeat Bad Strategy and Save Your Plan Details**

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# From Reader Review StrategyMan vs. the Anti-Strategy Squad: Using Strategic Thinking to Defeat Bad Strategy and Save Your Plan for online ebook

## MrFluffyBun says

Honestly, I didn't think that a book about business could be so interesting and easy to understand. Things get a bit muddled a bit before the end, but it still made sense. Great introduction to strategic thinking, I'm pretty sure I'll be applying this knowledge soon. The art was really nice and I thought it was funny how the author wrote himself in. Glad I won this giveaway!

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## Ashley Hite says

This is an interesting take on a business help book by turning it into a comic book. The themes are what all businesses and management should focus on a pitfalls to avoid when strengthening a business. The concept is fun albeit a bit cheesy.

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## Porter Broyles says

Won this book through a Goodreads Giveaway.

Ok, a graphic novel on business strategy and contrary thinking. Either this book was going to be brilliant or a dud.

Unfortunately, it turned out to the later. The book is ripe with dialog/comments like the following:

{Character looking like like the Greek God Poseidon} "Without real **purpose** your organization will **flounder** like a rudderless ship in a sea of **mediocrity**

{character} Who are you? Zeus? In our water cooler?

{Poseidon looking character} "I am **Purposeidon** My colleague **Strategyman** Said you may be looking for some **guidance** I carry the trident of **Purpose**, representing the three elements of **mission, vision, and values.**" (emphasis in text)

I was hoping it would be good, but it was over the top cheesy. I don't know how long I endured, but I kept thinking, "I won this is a giveaway, I need to give it a chance."

I give it two stars because the idea is creative, just the delivery failed.

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## Brian Douglas says

The information contained in here was awesome. It was a little too wordy for comic book format. It might

have gotten five stars otherwise. Maybe divide the information between two comics and spread out the verbiage

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## **Patrycja says**

I won this book through Goodreads giveaway. I am not a business person. But I was curious how the business aspects are explain in the form of graphic novel. I thought it may be easier to understand how business works.

This graphic novel is fun and innovative. Such a great idea to use graphic novel to talk business. You can actually learn from it, while enjoying awesome illustrations. I love the business superheroes! This is brilliant idea. I am not saying I am an expert now, but it for sure made some of the business aspects more clear to me. There were many descriptions and technical talks in the story that made me lost but overall I think it's awesome book and idea.

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## **Skjam! says**

Disclaimer: I received a download of this book through a Goodreads giveaway to facilitate writing this review. No other compensation was requested or offered.

Technobody is in trouble. This manufacturer of wearable technology is soon to release “Project Elon”, a revolutionary new cybersuit. But a mysterious competitor has engaged the Anti-Strategy Squad, supervillains who cripple and destroy corporate strategies, to make sure that Technobody goes bankrupt and the suit falls into the wrong hands. Only Strategyman and his teammates can save the day by using sound business principles!

This edutainment comic book was written by the CEO of the Strategic Thinking Institute to assist business people in learning principles of business strategy. Presumably this is meant for the subsection of managers who don't have long blocks of time to read text and aren't comfortable with audiobooks.

Strategyman, who gained his strategizing powers through a lemonade experiment gone horribly right, is joined by teammates Purposeidon, Innovatara and Rich Horwath (one of those irritating characters in superhero comics who seems to think he's above having a code name or wearing a gaudy costume.) They battle such villains as Culturello and the Decision Demon while lecturing the management of Technobody on strategy.

The good: There's some genuinely useful information and suggestions in here, especially for the beginning business strategists.

Some of the villain designs are excellent: I especially like Fire Driller, who uses giant drills and spouts fire, and Dr. Yes, a James Bond-type villain who likes petting an animal while scheming, but has adopted a porcupine instead of a cat. The art in general is serviceable, and it's fairly easy to tell the characters apart.

Less good: There's way too much business jargon and buzzword usage. A lot of this material comes across as “management fad of the month.” On the Kindle especially, there's what I call “Powerpoint overcrowding” where too many words are stuffed into a small space. Combined with a black and white screen which makes

some colored sections muddy, it causes a lot of squinting.

A number of the characters get short shrift due to so many needing to get space, and characterization is thin on the ground in any case. Too-large portions of the story are taken up by “as you know, Bob” sequences where the heroes tell each other things they’re already aware of during their down time as a way of cluing in the readers.

Recommended primarily to young business majors looking for a slightly more fun way of absorbing the material, and gamers who can mine the book for character ideas.

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## **Paul says**

### **Fun Business Book**

I have read a number of business books and have sat through many more strategy meetings. This book was a fun way to cover the material.

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## **Q. says**

I won this book in a Goodreads Giveaway.

Imagine if someone made a PowerPoint presentation about how to achieve your goals and then imagine if someone crafted a "story" around that presentation. I promise it's not 1/100th as interesting as I made it sound.

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## **Stephen Yoder says**

I want to figure out how to lend this to some management people at work. Oh my gosh. So much to learn here.

I guffawed so hard at the part where the anti-strategy squad worked to destroy the business by getting everyone lots & lots of top (equally critical) priorities. I have lived that at work.

This was some food for thought. If you don't have a good solid strategy then how will you differentiate your business from someone else's? How will you ever succeed? We have to make decisions, focus on the trade-offs at hand, and resist the status quo.

I received an ARC and I'm grateful for that.

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## **Jennifer Nelson says**

### **Good ideas**

This is an interesting way to describe ways to have a successful business. It could also be used for personal goals as well.

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### **Kelly Knapp says**

An innovative look at a vital but usually dull topic. A good Strategy plan is crucial to any business, but can be a tedious chore. This book makes this chore interesting and efficient.

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