

Contradictions of Strategy



Strategy Kiln

Job to be done...

The same actions that bring success bring failure. Despite copious resources, large companies have innovation challenges, e.g. Christenson's Innovator's Dilemma. We need to accept and negotiate with these dualities in order to be strategic.



The Contradictions of Strategy

Simple ↔ Complex

Individual ↔ Company

Focused ↔ Multidimensional

Questions ↔ Actions

Though clear & easily communicated, considerable depth lies behind this simplicity

You make the choices, but alignment and commitment from others is critical

Ultra-focused, yet involves multiple factors that will bolster your actions (synergy)

Start with expansive curiosity and questions, proceed with massive action

Negotiating these opposing charges yields strategic revelations



Check out this article to help navigate strategic contradictions

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Managing Strategic Contradictions: A Top Management Model for Managing Innovation Streams

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