

# The Strategy Paradox



- Strategic vision
- Innovation
- Decision-making
- Ethical leadership
- Adaptive change

- Long-term sustainability
- Organizational culture
- Stakeholder engagement
- Value creation
- Corporate social responsibility

- Process optimization
  - Cost reduction
  - Lean management
  - Operational excellence
  - Quality control
- Time management
  - Resource allocation
  - Performance metrics
  - Standardization
  - Workflow automation

A balanced approach to the Strategy Paradox involves integrating efficient management practices to optimize current operations with forward-looking leadership that embraces change and innovation. This requires a dynamic strategy that continuously evaluates and adjusts the focus between improving existing processes and exploring new opportunities, ensuring both stability and adaptability in a changing environment.

## LEADERSHIP



### DOING THE RIGHT THING

The leadership side emphasizes effectiveness or "doing the right things," while the inherent trap lies in the potential for strategic drift or overextension.

Leaders focused on innovation and seizing new opportunities may risk diverting resources away from core competencies or neglecting the solid foundation provided by efficient operations, leading to strategic misalignment and potential vulnerability.



### BALANCE

## MANAGEMENT



### DOING THINGS BETTER

The management side focuses on efficiency or "doing things better," concerned with optimizing current operations, processes, and practices to maximize productivity and reduce costs. The inherent trap is the risk of becoming overly entrenched in existing ways of doing things, making the organization resistant to change and innovation, which can lead to missed opportunities and a failure to adapt to evolving market demands or technological advancements.