



The Reality Test: Still relying on strategy?

Robert Rowland Smith

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How is it that the most carefully-laid business strategies can go horribly wrong when put into practice? Robert Rowland Smith's answer, based on years of experience in high-level consultancy, is that 'reality eats strategy for breakfast': strategy, based on projections and assuming business is a rational pursuit, can't deal with the messy reality of life.

More helpful are these practical questions that can help you plan what to do when your business comes into contact with reality. From learning the lessons of the past (rather than fixating on the future) to finding out what your business is *really* about, he explains the real-life factors that lead to success or failure. Including many new examples from the front line, from all around the world, *The Reality Test* will help you establish yourself as more effective and distinctive than your competitors, who follow the same rigid theoretical avenues.

Whether you ask 'Are you making enough of your weaknesses?' or 'Are you 100% productive 100% of the time?', it's time to stop living in strategy La-La Land and face reality.

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