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David McKean

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GET THE RESULTS YOU WANT IN STRATEGY. FAST. To move up the business ladder, you will need to get involved in creating strategy and gain experience in the more common strategic techniques. More importantly, you need to focus on the really valuable activities — good networking, crisp planning and effective implementation.

Fast Track to Success: Strategy will teach you the key skills you need to excel in strategy and accelerate your career development. It includes: Strategy in a nutshell - a series of FAQs to give you a concise overview of the subject The top 10 tools and techniques to develop your approach to strategy Advice on leading your team and how to decide your leadership style and build your team Simple checklists to help you identify the strengths and weaknesses of your capabilities and those of your team Tips on how to progress your career, whether it's your first 10 weeks in the job or whether you're looking to get right to the top Don't get left behind, set out on the Fast Track today. For more resources, log on to the series website at www.Fast-Track-Me.com. **EVERYTHING YOU NEED TO ACCELERATE YOUR CAREER**

From the Back Cover **GET THE RESULTS YOU WANT IN STRATEGY. FAST.** Most managers will be involved in creating strategy at some point in their career and typically, the more senior you become, the more time you will spend on formulating plans for the future. To move up the business ladder, you will need some background in some of the more common strategic techniques. But be careful not to overdose on the theory, as this can get in the way of the more valuable activities of strategy, namely: good networking, crisp planning and effective implementation. **Fast Track to Success: Strategy** approaches strategy from a highly practical standpoint. It shows you how to enhance your strategic contribution by building an understanding of what strategy is; contributing to the development of effective strategy, and leading the process to create and implement a strategic plan. This practical, career-oriented book gets you up to speed on strategy quickly. It demystifies strategy and talks you through everything you need to know about strategic thinking and planning. It gives you: **Strategy in a nutshell** - a series of frequently-asked-questions to give you a concise overview of the subject **The top 10 tools and techniques** you can use to help you develop your approach to strategy **Simple checklists** to help you identify the strengths and weaknesses of your capabilities and those of your team **Advice on leading your team** and how to decide your leadership style and build your team **Tips on how to progress your career**, whether it's your first 10 weeks in the job or whether you're looking to get right to the top **Don't get left behind, set out on the Fast Track today.** For more resources, log on to the series website at www.fast-track-me.com. **EVERYTHING YOU NEED TO ACCELERATE YOUR CAREER** The Fast Track books provide you with a complete resource to get ahead as a manager faster. They bring together the latest business thinking, cutting edge online material and all the practical techniques you need to fast track your career. Specially designed to help you learn what you need to know and to develop the skills you need to get ahead, each book is broken down into 4 key areas: **Awareness** - find out where you are now and what you need to do to improve **Business building** - the tools and techniques you need to build up your skills **Career development** - learn the steps you should take now if you want to get ahead **Director's toolkit** - tips to get you to the top. And make sure you stay there! **Fast Track features include:** **The Fast Track Top 10** - a concise, cutting edge summary of the information you need to shine **Quick Tips and FAQs** - a short cut to practical advice from people who have been there before you and succeeded **Real life stories** to give examples of what works and, critically, what doesn't **Practical career guidance** including a framework of objectives for your first 10 weeks in a new role **Expert Voices** to give you the state of the art view from today's leading experts **Visit the companion web-site** www.Fast-Track-Me.com to learn more about the books and explore the business methods, tools and techniques contained in each book - log on now to get on the Fast Track today. **About the Author** About the author **David McKean** is the managing director of IT Leaders Ltd, a leading provider of business strategy and technology leadership development. He has over 15 years experience of working with businesses all over the world to develop and implement strategy. Clients include Capita, Barclays, Accenture and ATT as well as public sector organizations. The company has pioneered best-in-class processes in several management disciplines and designed software solutions to support them. **1994** David joined Cable Wireless as the program director for the 3rd GSM license in France. Since that time, he has worked for several international blue chip companies in Russia, France, Asia and Holland, running large strategy development and business change programs. In Asia in particular, he worked closely with culturally diverse organizations, to help them build clear strategy to meet the priorities of the different stakeholders. It was this work that led him to recognize the real difficulties that companies have in developing a smart process for strategy that delivers real results. **David** is a regular conference presenter in Europe, the Middle East and Asia on strategy and technology leadership.