

Max McKeown

Quotes

*Strategy, Thinking, Together, Successful, Ideas, People, Moving, Innovation,
Believe, Needs, Teamwork, Ifs, Want, Inevitable, Plunge, Helping, Creative,
Should Have, Together Again, Growth*

The real heart of strategy is the strategist.

~Max McKeown

Strategy and culture should have breakfast together.

~Max McKeown

Following the rules of your industry will only get you so far.

~Max McKeown

A great strategy meeting is a meeting of minds.

~Max McKeown

Change is inevitable, progress is not.

~Max McKeown

Whenever a maker and a thinker get together, really cool stuff happens.

~Max McKeown

All failure is failure to adapt, all success is successful adaptation.

~Max McKeown

The task of the strategist and leadership team is to reduce uncertainty in the areas that they can directly influence in order to pursue attractively difficult objectives.

~Max McKeown

Innovation is new stuff that is made useful.

~Max McKeown

With a clever strategy, each action is self-reinforcing. Each action creates more options that are mutually beneficial. Each victory is not just for today but for tomorrow.

~Max McKeown

Strategy is not a solo sport, even if you're the CEO.

~Max McKeown

Dont be a life spectator.. take the plunge.

~Max McKeown

Strategists who don't take time to think are just planners.

~Max McKeown

Corporate strategy is usually only useful if you get people engaged with helping you to make it work.

~Max McKeown

Our need for innovation has shifted power closer to the source of that power-Us. We are the future.

~Max McKeown

If you change the rules of the market, you can be more successful than your competitors.

~Max McKeown

Strategy is about out-thinking your competition. Mark Zuckerberg, while at Harvard, built a website called Facemash 'for fun'. Even today, Facebook believe that 'done is better than perfect'.

~Max McKeown

Strategy is about shaping the future.

~Max McKeown

Brilliant strategy is the best route to desirable ends with available means.

~Max McKeown

Doing nothing requires effort. Over time, that effort is greater than the

effort necessary to improve, or move somewhere better. The trick is to redirect energy.

~Max McKeown

What are you doing at the moment? How does that compare to your competitors? What do you want to achieve? How can you create something people want?

~Max McKeown

We need to move from comparative advantage to perpetual advantage.

~Max McKeown

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