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hdk

Zürcher Hochschule der Künste  
Zurich University of the Arts

# STRATEDGY

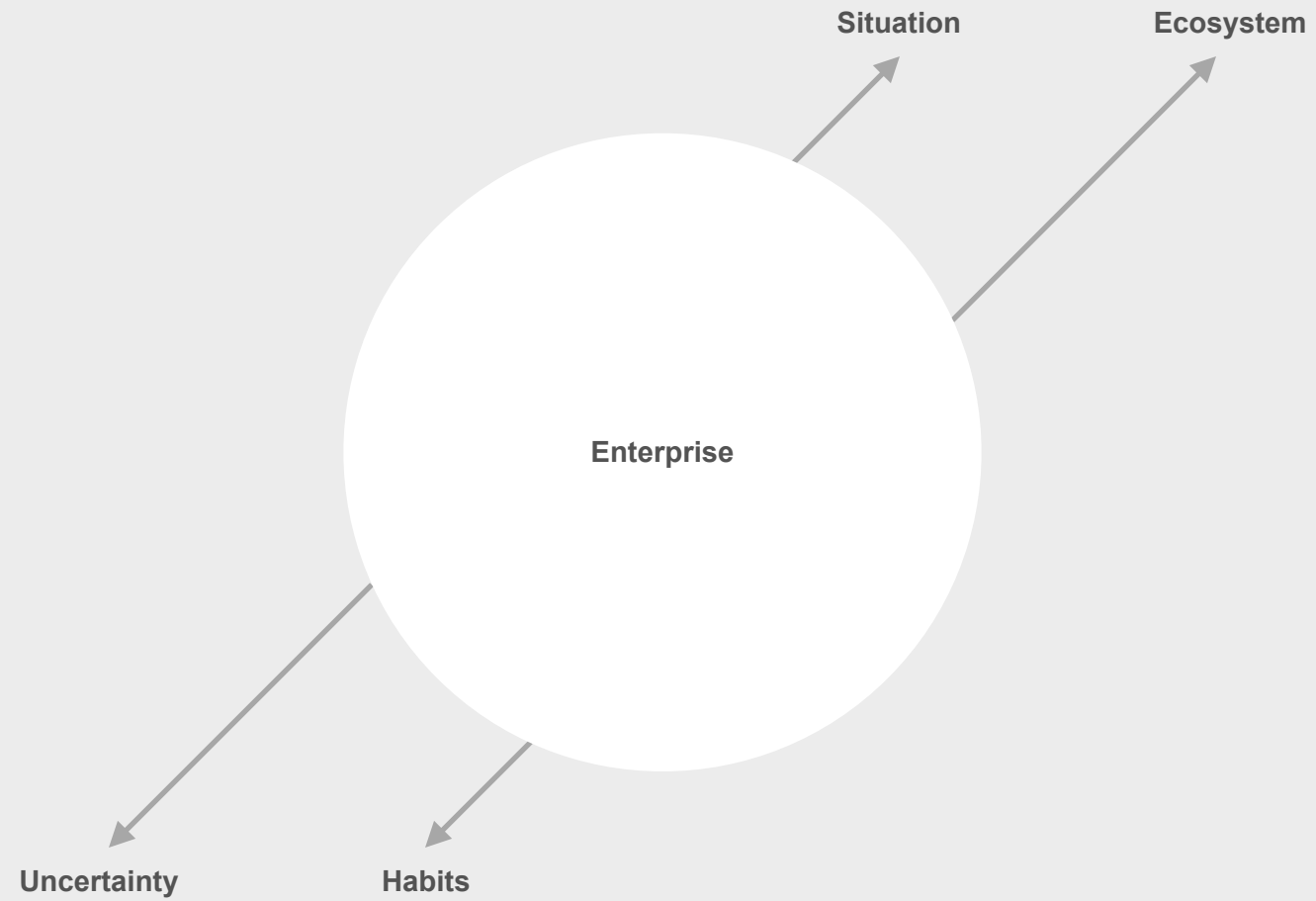
Daniel Gona

Intersection Conference  
20. September 2024

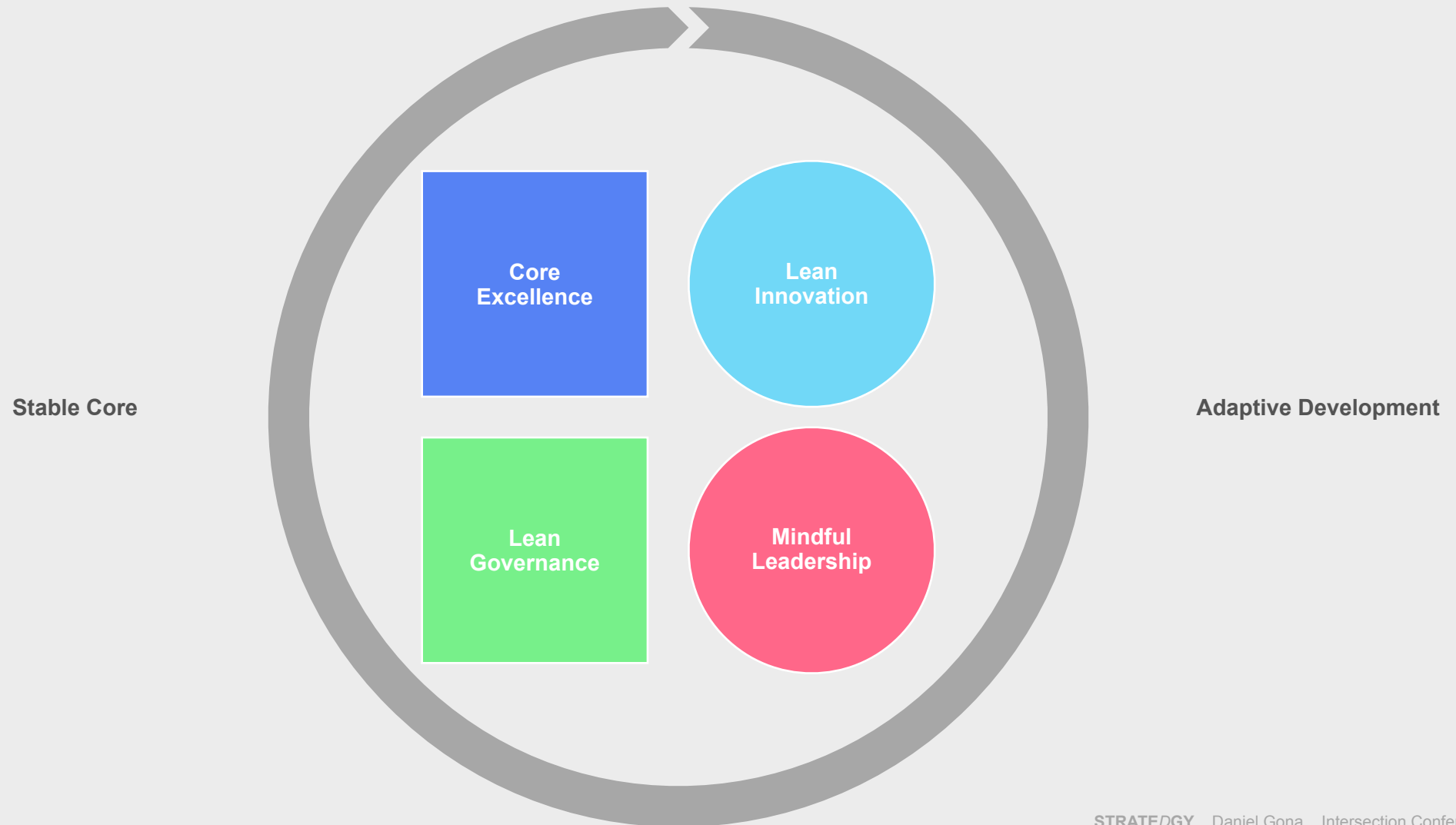
# ZURICH UNIVERSITY OF THE ARTS



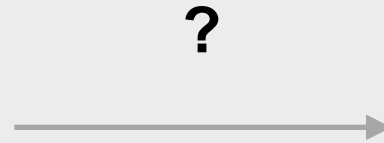
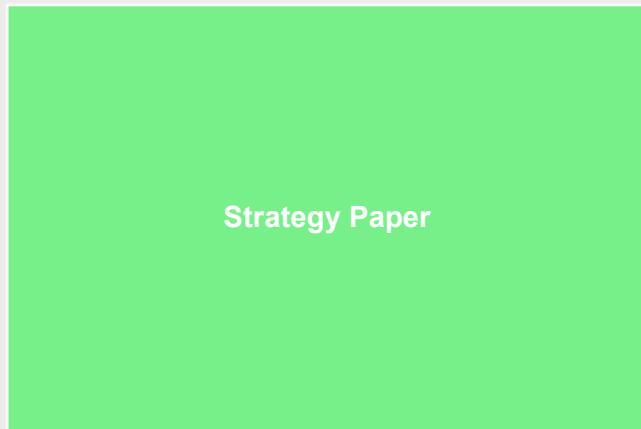
# ENTERPRISE DYNAMIC ENVIRONMENT



# BALANCE STABILITY AND AGILITY



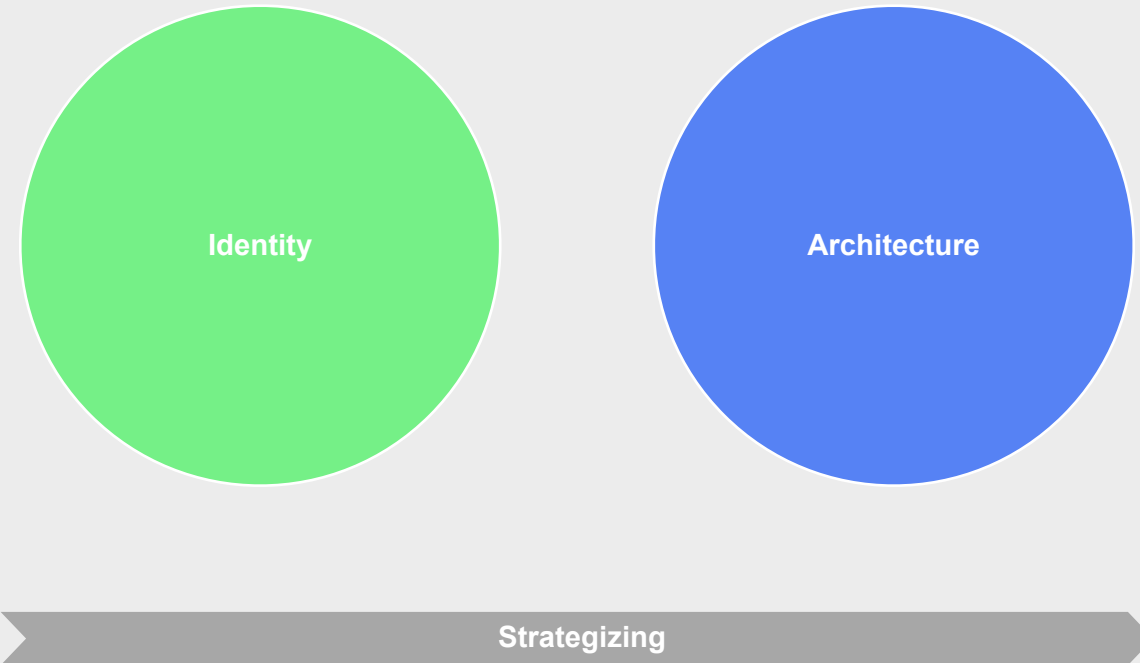
# STRATEGY ACTIVATION



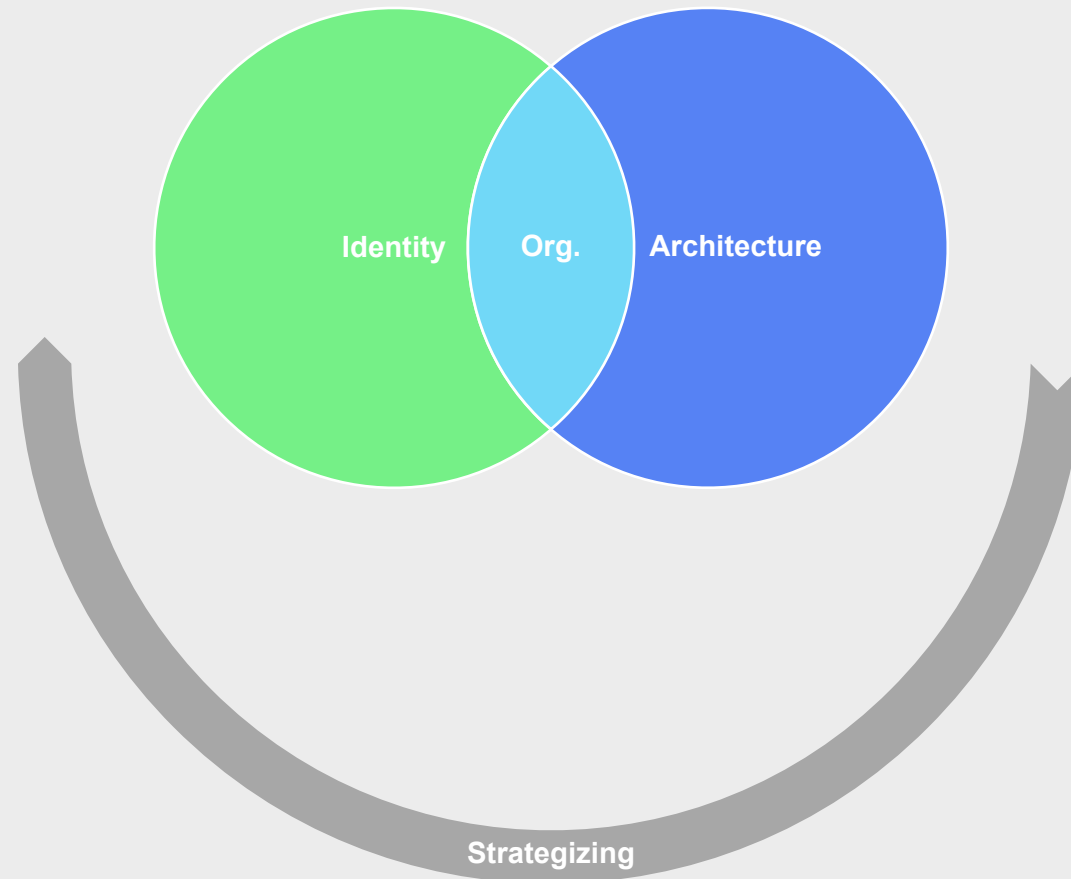
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*«Several widely held beliefs about how to implement strategy are just plain wrong.»*

# STRATEGY GAP SEPARATION OF THINKING AND DOING

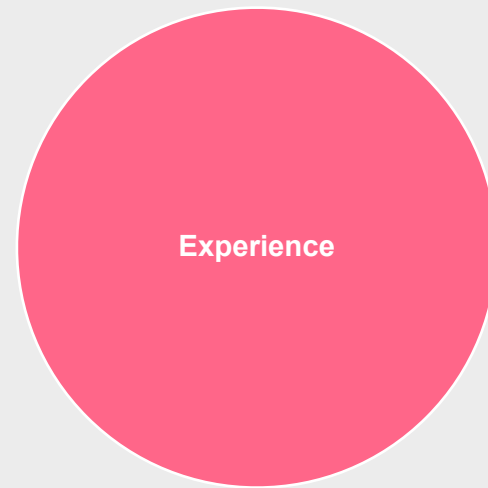


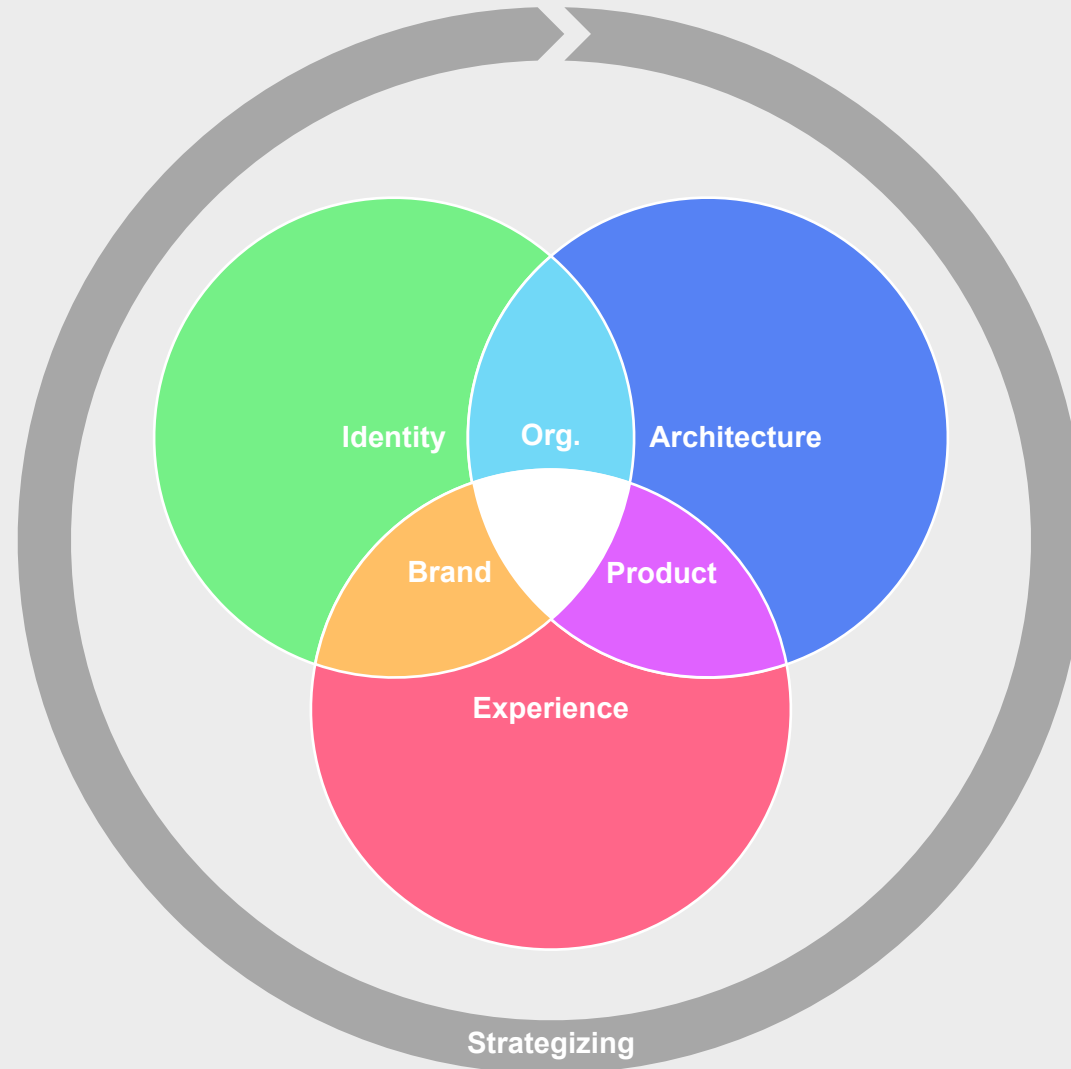
# CLOSING THE GAP STRATEGIZING



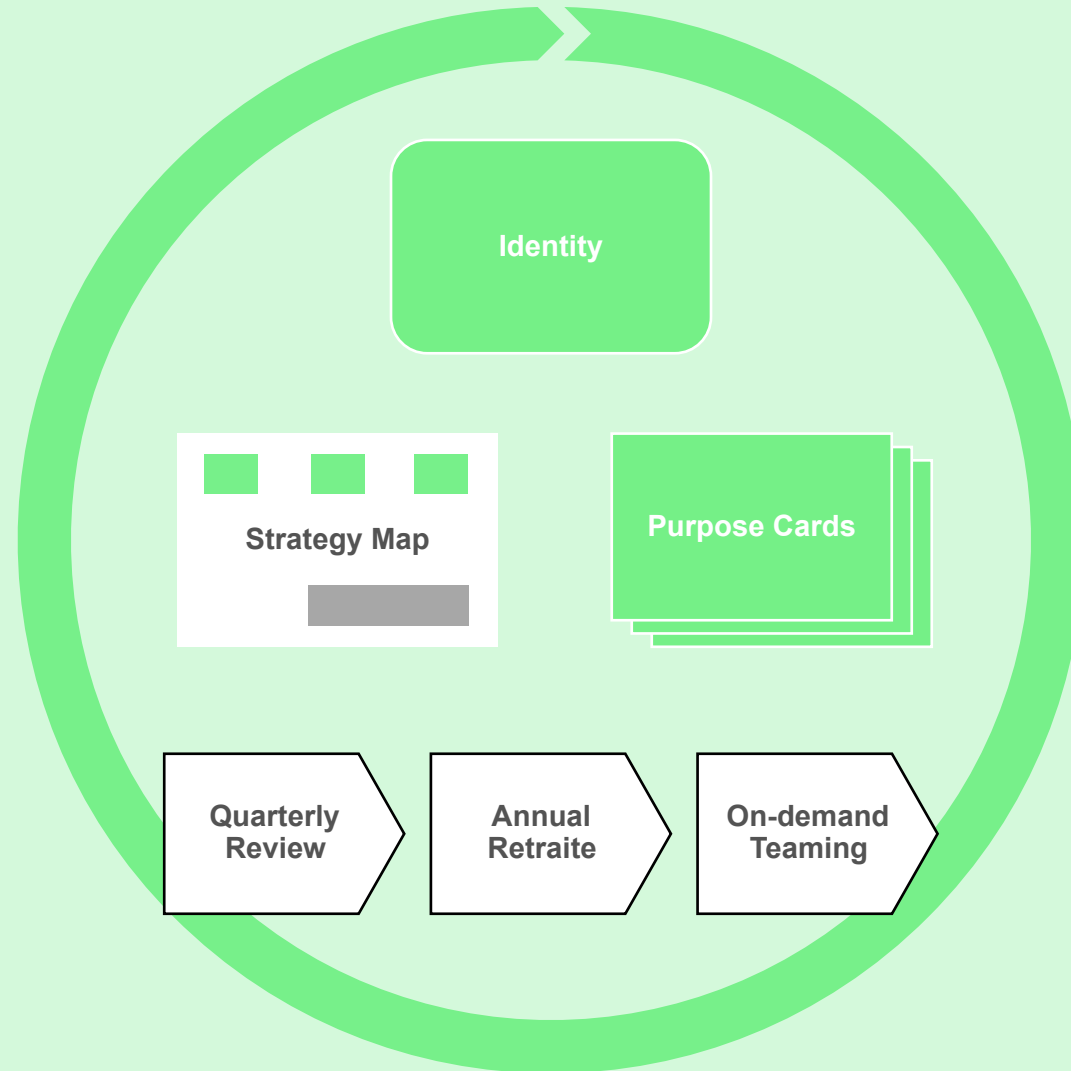


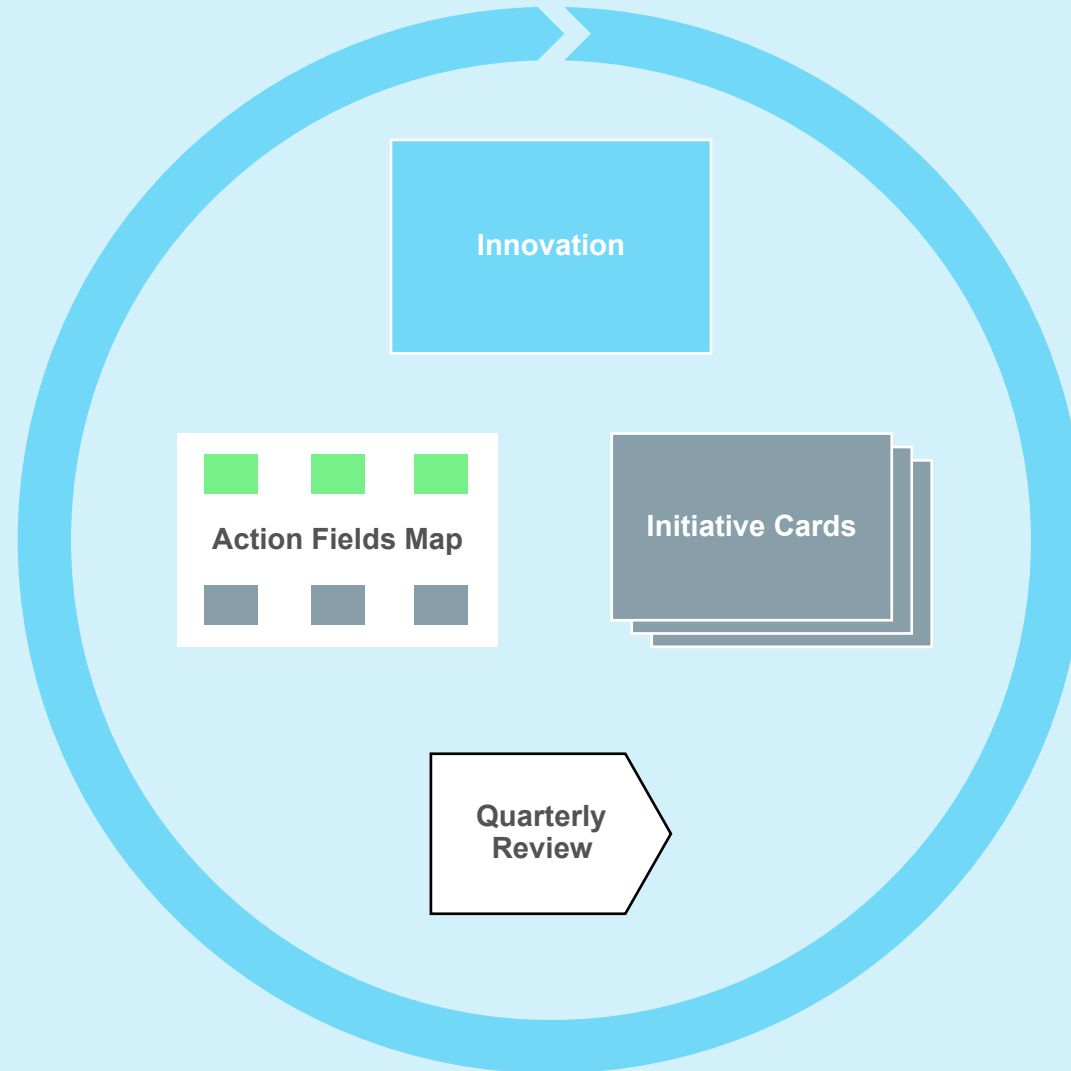
# LEAVING THE IVORY TOWER PARTICIPATION



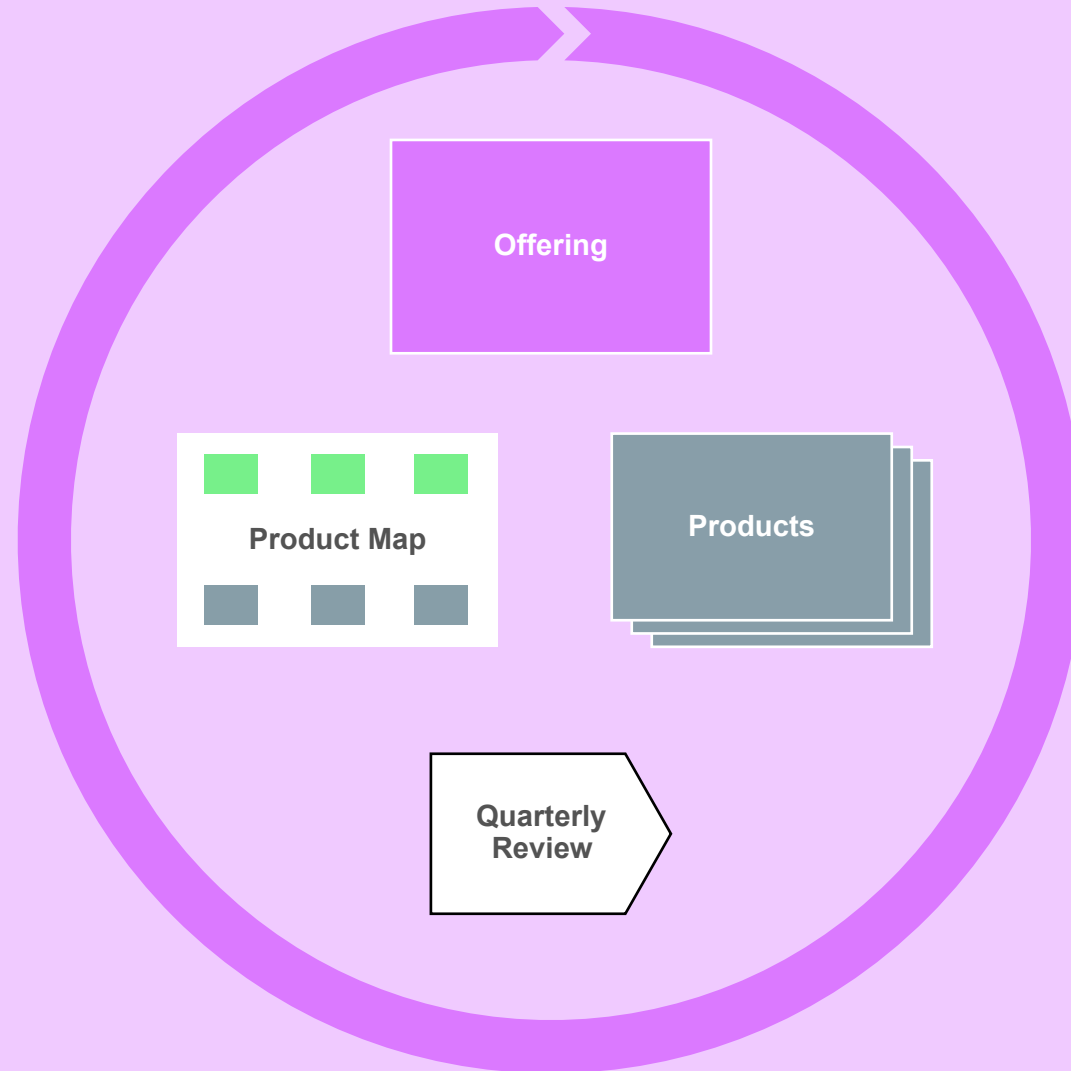


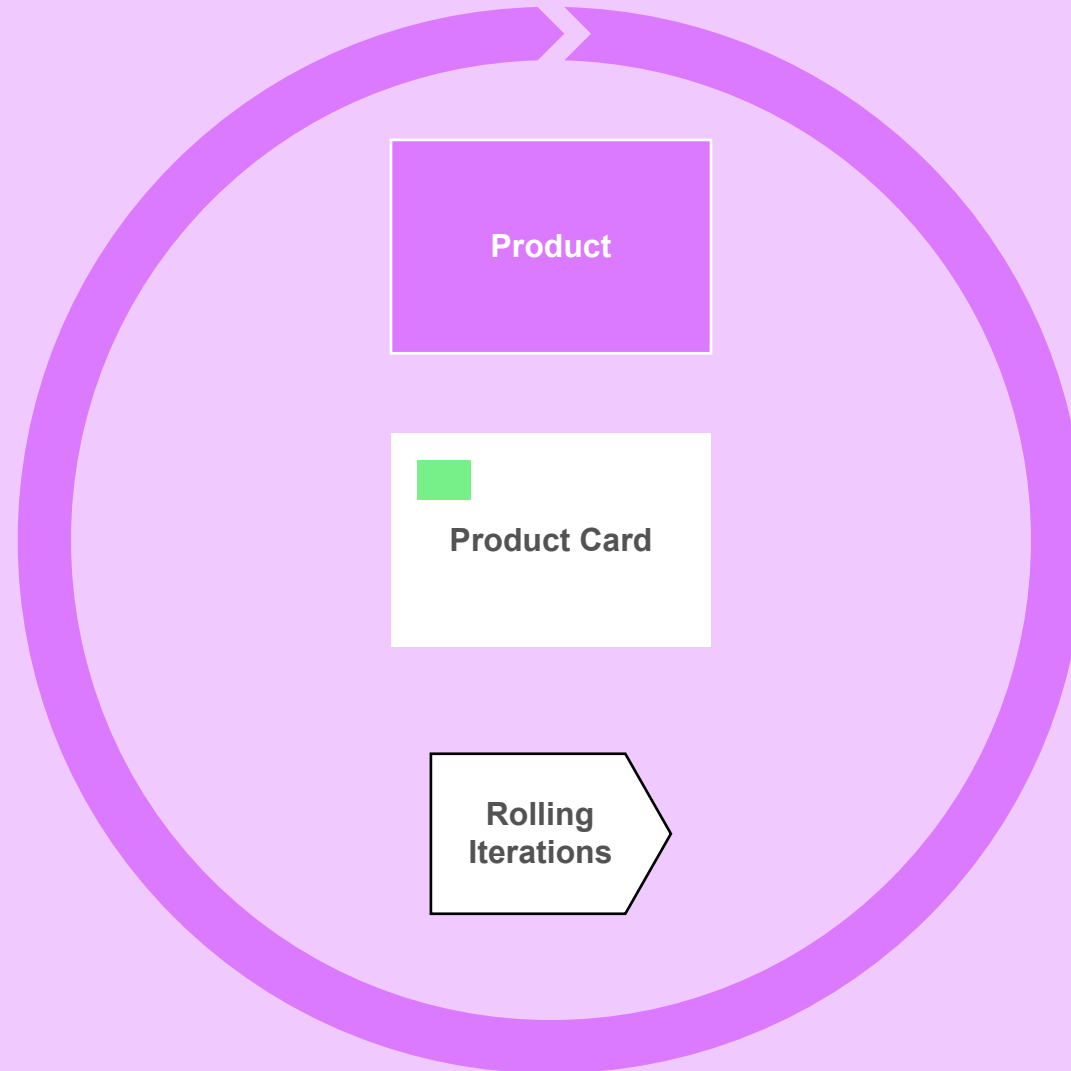
# IDENTITY BOARD TEAMING











## HOLISTIC

EDGY facets to intersect perspectives

## ITERATIVE

Feedback loops to adopt to dynamics quickly and proactively

## PARTICIPATORY

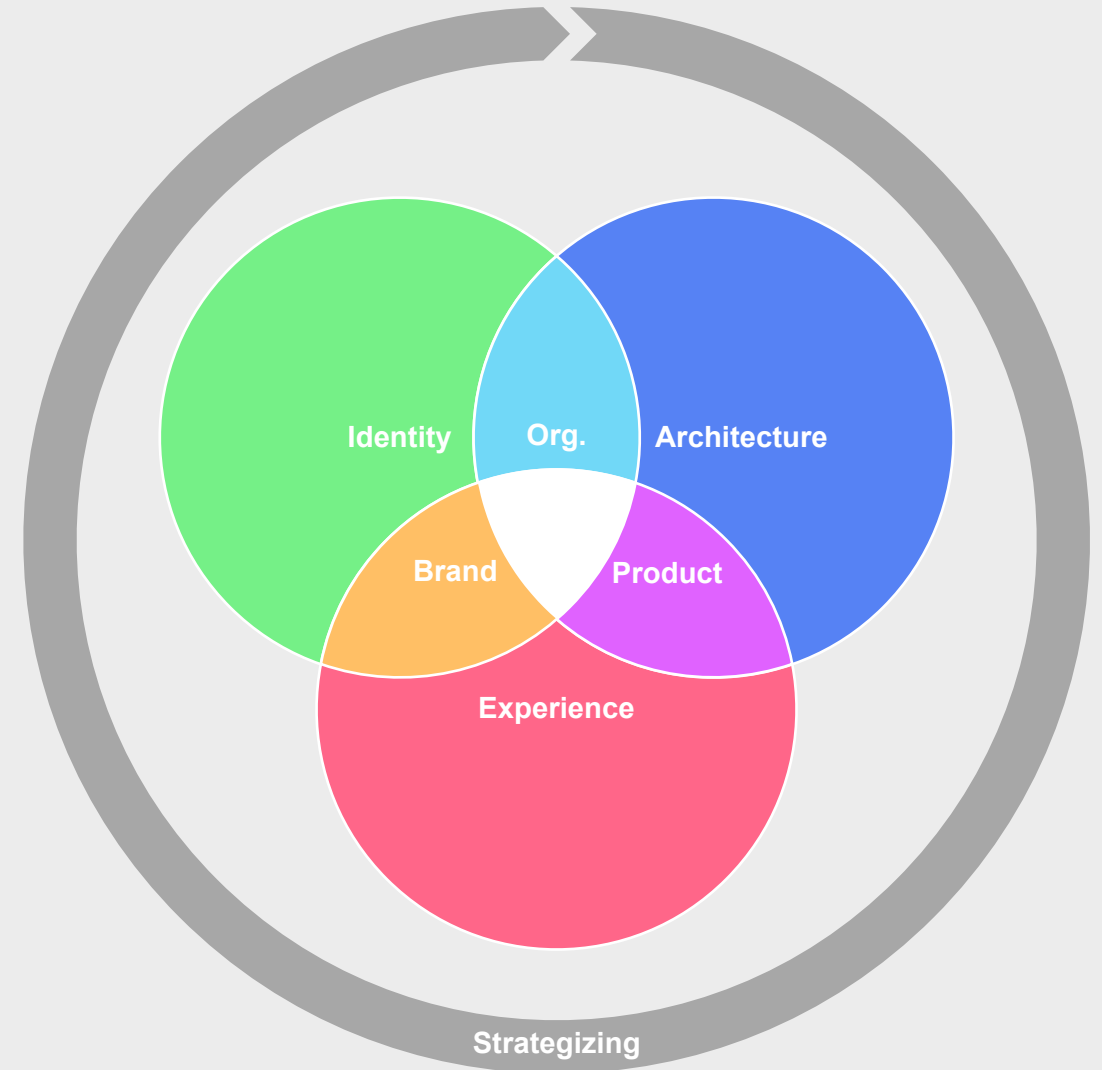
Broad advise and expertise to gain quality and traction

## FOCUSSED

Flight-levels, horizons and context to raise orientation

## FRACTAL

Aligned autonomy to reduce mental load





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