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A NOTE FROM THE PUBLISHER

Dear Reader,

I'm writing to tell you about *Strategic DNA: Bringing Business Strategy to Life* (Agate B2, 978-1-932841-36-7, Fall 2008, \$30.00) by Lawrence Hobbs. The book is a distillation of the innovative Strategic DNA program, now made accessible in book form for a broader audience of management professionals and business leaders.

In *Strategic DNA*, management and strategy consultant Lawrence Hobbs brings business strategy to life—demonstrating not only how to build vital connections and alignments, but also sustain them. The result? Different management activities become both better connected and better focused, and the resulting strategy effort yields optimal results. This book offers something different from many other business titles: The Strategic DNA program complements an organization's existing management concepts and practices rather than revolutionizing them—making it a far more efficient and useful tool for a wide variety of managers and organizations.

The information in *Strategic DNA* will be of use to managers and leaders in every kind of organization. Hobbs makes the case that strategy is the key to success, and that developing a well-organized strategy based on interconnected processes leads to optimal efficiency and output. The Strategic DNA program shows organizations how to do just that.

Strategic DNA is a great addition to any business library. It is entertaining, insightful, and full of tricks of the trade from an experienced professional who is a great and confident speaker. A feature on this book and its author will spark real interest among business professionals.

Lawrence Hobbs has led Chinook Solutions, a strategy and management consultancy, since co-founding the company in 1999. He has more than 25 years of international management experience in Canada, Britain, Mexico, Colombia, Germany, and the U.S. His Strategic DNA program has been highly praised by the companies that have employed it, and he has become a popular speaker, appearing across his native Canada and abroad. I hope you'll contact me regarding a review or interview. You can reach me at 847.475.4457 or seibold@agatepublishing.com to set something up.

Yours,

Doug Seibold

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Praise for **Lawrence Hobbs and *Strategic DNA***

“*Strategic DNA* makes it easy to navigate through the world of strategic management. The extremely complex system of defining, implementing, evaluating, sustaining, and recreating a successful strategy is simplified by following this comprehensive roadmap. A must-read for all managers wishing to better understand the multifaceted world of strategy. *Strategic DNA* is the strategy handbook that every executive needs in the bookshelf.”

Lori Rockett, PhD, managing director, Pan American Strategy Solutions

“A must-read for any small, medium or large enterprise that really wants to achieve results. By following the Strategic DNA process, we were able to build on our core competencies, focus on our most important goals, and stay true to our strategy map without denying new opportunities. In this way we grew our revenues 300 percent in three years. *Strategic DNA* is the ‘genome’ that will guide our growth in the future.”

Susan J. Lea, MD, CEO, Foothills Health Consultants Ltd.

“*Strategic DNA* does a wonderful job of knitting together the many steps required to go from vision and strategy through implementation.”

Barbara Theurkauf, Theurkauf Consulting

“This book covers much more ground than most strategy books because it tells you how to execute with project plans once you’ve carved out the strategy. Too many businesspeople don’t get that 90% of success lies with execution.”

Kellie Garrett, Senior VP, Strategy, Farm Credit Canada

“The process of developing a common vision, then creating specific, targeted strategies in a complex, diverse environment, is one of the key capabilities our management team gained from *Strategic DNA*.”

Dave Plett, President/CEO, Western Feedlots Ltd.

“Many Balanced Scorecard projects seem to grind to a halt once the scorecard has been built. The *Strategic DNA* approach addresses all issues that are commonly overlooked and integrates them in a way that ensures that your strategy management process gets under way immediately. Anyone frustrated by lack of progress in their (balanced) scorecard implementations should find *Strategic DNA* very helpful.”

Manuel Reta-Fernandez, CEO, ATSC Consulting

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Strategic DNA By Lawrence Hobbs

News Hook: Created by Canada-based international business consultant Lawrence Hobbs, the *Strategic DNA* program shows how every organization can make efficient and effective strategic management and planning a key to their success.

Written by the leader of a strategy and management consultancy who has more than a quarter-century of global management experience in North America, South America, and Europe, *Strategic DNA* offers something different from most business books: a coordinated strategic approach to organizational performance. The Strategic DNA program *complements* an organization's existing management concepts and practices—rather than *revolutionizing* them—making it a more efficient and useful tool for a wide variety of managers and organizations.

Using the principles of the “Strategic DNA” program he’s taught in seminars and conferences for most of the past decade, Lawrence Hobbs makes the science of strategy accessible. The keys? Making sure that business decisions and actions are properly interconnected, and that all management processes share basic strategic resemblances and aims. What happens when these connections are lost? Strategically critical departments are starved of necessary resources, cherished capital is diverted into marginal opportunities, value-eroding projects continue unchecked, and critical time and money are frittered away on truly unimportant tasks. Managers often try to fix these problems by introducing a breadth of different methods, many of which are ingenious and worthwhile in their own right. But the best way to connect otherwise disparate management efforts is by coordinating them with a coherent overall strategy.

Full of insights, tips, and tricks of the trade from the global business and consulting worlds, *Strategic DNA* shows why connections between different management practices are an essential part of success, *and* how to make those connections. The result is a strategy that works for any business, big or small.

Lawrence Hobbs has led Chinook Solutions, a strategy and management consultancy, since co-founding the company in 1999. He has more than 25 years of international management experience in the USA, Canada, Britain, Mexico, Colombia, and Germany.

***Strategic DNA*, 978-1-932841-36-7, 300 pp,
Business and Economics
Fall 2008, \$30
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