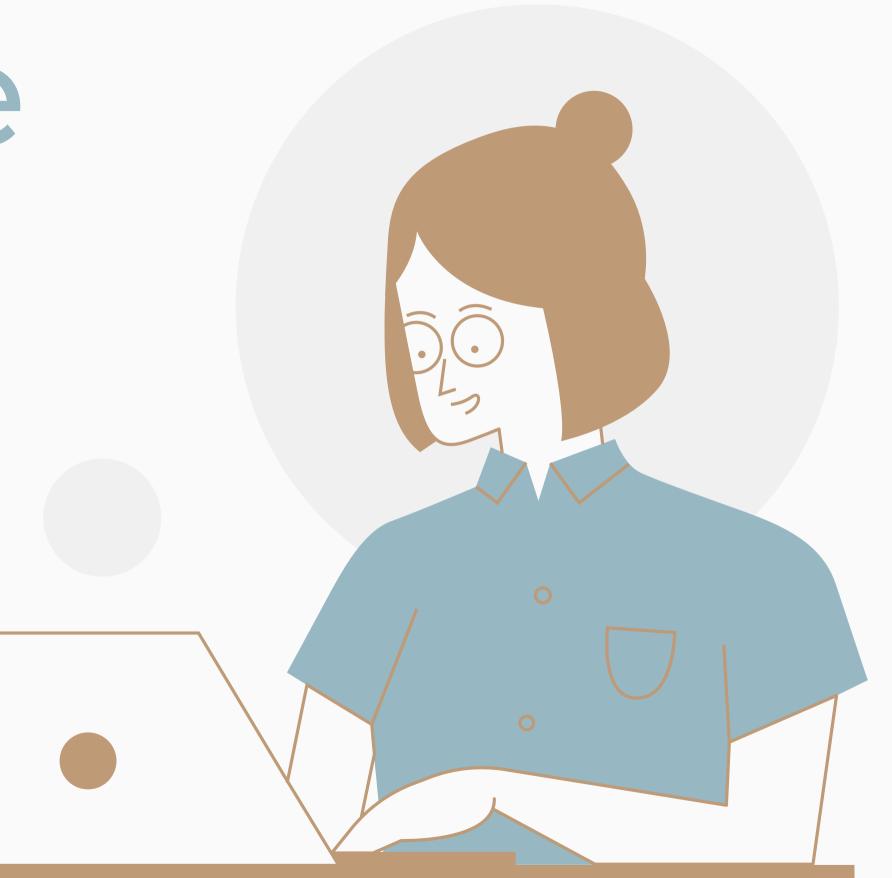
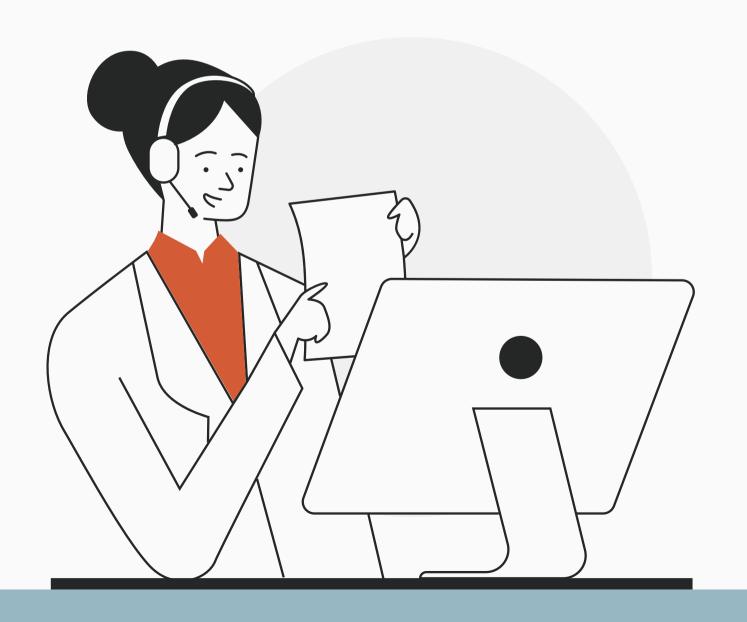
What's the story?



Are we feeling it?



The Strategic Assistant

THE JOB DESCRIPTION

They maximise
efficiency They relate
everything back to the
bottom line

They find the time to plan and strategise

They make decisions based on the needs of the Executive and the organisation

They think like managers They are results driven

They reduce complexity to simplicity

They are prepared to disagree with their Executive and offer alternative solutions

They eliminate conflict

They are results driven

They are a daily, minute by minute, problem solvers

They can work without instruction or direction

They can work under pressure

They think like managers

They align their objectives to those of the business

They can hold their own in a wide variety of situations

They make decisions based on the strategic direction of the business

They are analytical

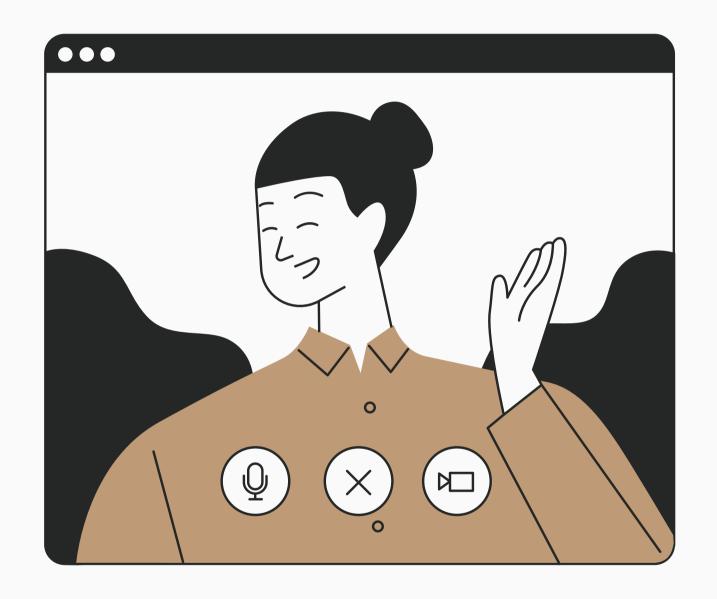
They are proactive rather than reactive

They are willing to adapt and change

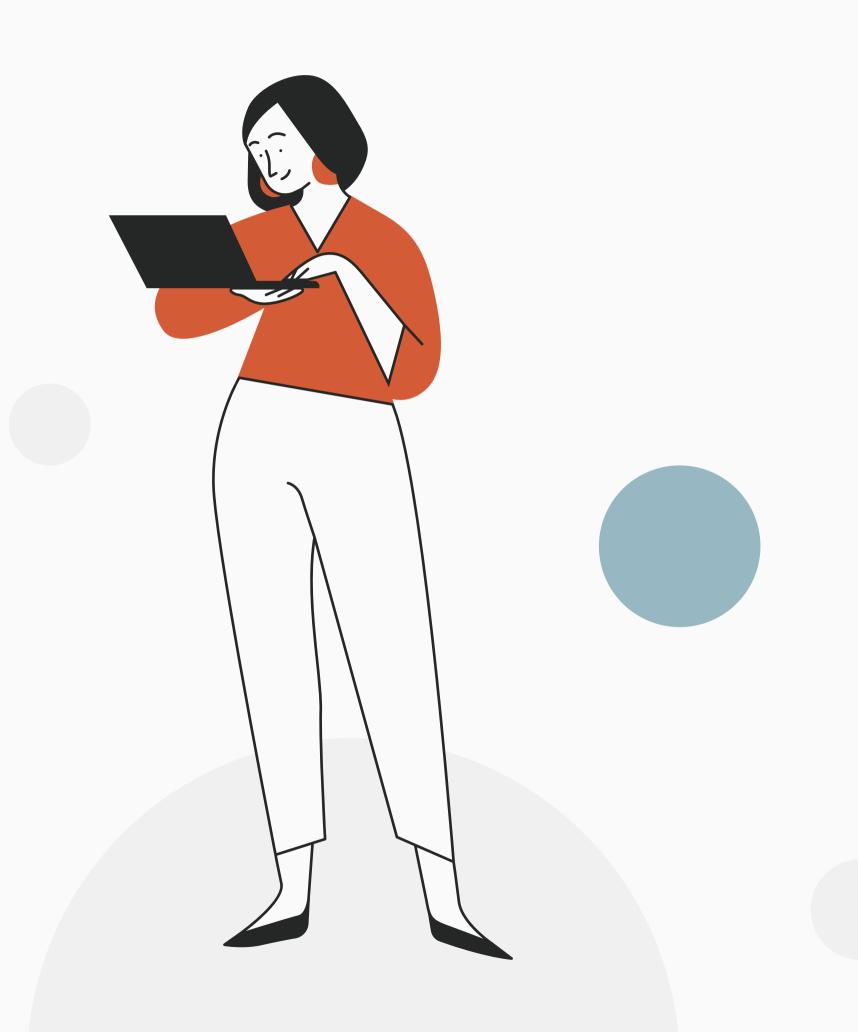
They are not afraid to apply new skills

They advance the career of their boss and the growth of their company

What are some of the challenges?



"The world exists in your eyes. You can make it as big or as small as you want."



What is strategy and where did it come from?





Strategy is the art of adding value