

RESOURCES

1. Video – A Plan is not a Strategy
[A Plan Is Not a Strategy - YouTube](#)
2. Video – Two Choices to Make in Strategy
[The Two Choices to Make in Strategy \(hbr.org\)](#)
3. Article – Can You Say What Your Strategy Is?
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4. Article – Every Product Needs a North Star Metric
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5. Article – Finding the right place to start change
[Finding the right place to start change](#)
6. Article – How to Create an Effective Value Proposition
<https://online.hbs.edu/blog/post/creating-a-value-proposition>
7. Article – How to make big changes one step at a time
<https://matthewstrom.com/writing/designing-change/>
8. Article – Lessons from the U.S. Navy on Building a Culture of Learning
<https://hbr.org/2023/11/lessons-from-the-u-s-navy-on-building-a-culture-of-learning>
9. Article – Metric of the Week: North Star Metric
[Metric of the Week: North Star Metric](#)
10. Article – North Star Metric: The Guiding Light
<https://medium.com/products-demystified/north-star-metric-the-og-guiding-light-124a28f27371>
11. Article – Six Ways to Bring Strategy into Your Work Every Day
<https://hbr.org/2024/07/6-ways-to-bring-strategy-into-your-work-every-day>
12. Article – Strategy vs. Tactics: What's the Difference
[Strategy vs. tactics: Determine your "what" and "how" | Zapier](#)

13. Tom Brady Says Remarkable Success Comes Down to This Simple Mindset Change: Why You Should Embrace the Power of Led Metrics
<https://www.inc.com/jeff-haden/tom-brady-says-remarkable-success-comes-down-to-this-simple-mindset-change-why-you-should-embrace-power-of-lead-metrics.html>
14. Article – Virtuoso Teams
[Virtuoso Teams \(hbr.org\)](https://hbr.org/2014/03/virtuoso-teams)
15. Article – Want to Think Like a Billionaire? Follow the ‘One Person, One Problem’ Rule
<https://www.inc.com/jeff-haden/want-to-think-like-a-billionaire-follow-one-person-one-problem-rule.html>
16. Why it is Better to Lead Than Lag: Leading and Lagging Indicators for Education
<https://www.iebcnow.org/wp-content/uploads/2021/03/IEBC-Leading-and-Lagging-Indicators.pdf>
17. Article – Why Leadership Teams Fail
<https://hbr.org/2024/09/why-leadership-teams-fail>
18. Article – Why Your Strategy Isn’t Working
<https://www.inc.com/andrea-olson/why-your-strategy-isnt-working.html>