

Great CEOs Knife The Competition. With Killer Strategy.

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By Joseph Plazo

Have you just been promoted CEO/Director or General Manager? Congratulations and welcome to the world of strategizing! Now you can doze early, wake late, play golf, cancel meetings and go to Bahamas. On company time!

But I bet you're nervous. While your old job focuses on specialized tasks, your new position frees your mind to explore the business' macro perspective. You'll be steering the ship from the captain's chair. Creating a vision will be your mandate. And strategizing will take about 110% of your working hours. Does that much freedom cause abnormal wetting of the pants? If so, resign. If not... read on. You got a lot of strategizing to do.

So what exactly is strategy? Most managers define it vaguely as "a plan". I see it more precisely as a grand design to employ means and resources to achieve specific ends.

The CEO is paid handsomely to create a fit between assets and objectives. This balancing act is the soul of strategy.

Now there are good CEOs and better CEOs. The manner by which the CEO lays down strategy determine's his stripes. You want to be a good CEO to keep that job and its fat perks. That means you must excel at strategizing.

What makes good strategy? As you will soon be aware, the world's greatest CEOs dominated the market when their strategy exhibited:

* **CONSISTENCY.** Strategy is consistent with external trends and internal resources. The CEO makes realistic assumptions and plans based on achievable aims and with the capital available.

* **FOCUS.** Strategies ensure that extant resources home onto specific targets. The CEO offers clear and decisive objectives.

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- * **BALANCE.** The resources demanded by proposed strategy is balanced with the resources the company owns or can attain.
- * **FLEXIBILITY.** Strategy integrates contingencies to allow maneuvers and evasive action.
- * **SURPRISE.** Strategy generates surprise and allows the rapid, stealthy attack of unprepared opponents.
- * **SECURITY.** Excellent strategy secures resource bases and vital operating points of the enterprise.
- * **FIT.** Startegy finds a good balance between risk and reward.
- * **PROACTIVE.** Strategy maintains the initiative and shuns reactionary responses.

Now get out there and justify that six figure salary of yours! STRATEGIZE!

An enthusiast of NLP, Joseph R. Plazo offers intense executive coaching so people can find jobs and build careers.

<http://www.xtrememind.com>

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Pocket Knives: How To Choose The Right One For You

By Gabriel Adams

Pocket knives are convenient tools that can come in handy for most anyone. Men and women alike can benefit from the convenience of having a pocket knife. They are useful for occasional use and for emergencies. If you are an avid camper or traveler, a pocket knife that has multiple uses can be especially convenient. When faced with an emergency situation, the pocket knife can be used to saw wood, kill fish and prepare meals. For convenience, you can have a handy bottle opener and corkscrew which may not be readily available in all situations.

How to choose the right pocket knife will depend on your needs. If you want something to carry around with you at all times, a smaller, multipurpose pocket knife might be best. For professionals, a nice engraved pocket knife that has a knife and possibly a few other tools will be perfect. They can be purchased at home improvement stores, accessory stores and knife stores. Executive pocket knives can fit into a purse or briefcase easily and look elegant as well. They retail between ten and fifty dollars and can be personalized as well.

For more practical knives, such as a kind you may keep in your automobile or for use on camping trips,

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go for the multi tool pocket knives. The Swiss Army knives are the most popular and there are a variety of sizes available. These tools range from approximately thirty dollars to two hundred dollars. There are multiple tools that will go with them such as different sized blades, nail file, scissors, saw, corkscrew, screwdriver, can opener, toothpick, tweezers and magnifying glass among other options. The multi tool pocket knives are a little thicker than smaller knives but they still are small enough to fit into a pocket, purse, briefcase or backpack. Choose the pocket knife that is best for you by considering use and price.

Visit

<http://www.thompsonoutdoors.com>

for discount knives from Buck, SOG, Ka-bar and more.



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