



A Dream with a Deadline: Turning strategy into action

Jacques Horovitz, Anne-Valerie Ohlsson-Corboz

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"Let's put a man on the moon in 10 years." This was a dream with a deadline - the deadline was met, the dream came true and history was made. Your vision may not be quite as groundbreaking as JFK's, but achieving it could still have a major impact on your business.

Formulating a brief and easy-to-grasp business vision can help inspire and focus people towards the same goals and objectives. Having the vision is one thing, you then need to make it happen, *Dreams with a Deadline* will show you how to transform a well-articulated and inspiring vision into positive action and results. This book will provide all business managers and leaders with a set of practical tools for turning their business dreams into reality.

Managers and leaders, have your pen and paper at the ready, by the time you have finished this book you will have a one-page visual representation and a three-page written summary specifying your strategy and where you, your team or your company are headed. It also includes an all revealing self-diagnosis exercise which will show you where you should concentrate your energy, time and resources to make your vision happen. Don't just dream about what your business 'could' be like', set a deadline and make it happen.

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