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Reach Your Goals

Based on „The Art of War“
by Sun Tzu

www.mqs.at

Version 2, April 4th, 2008

Introduction



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*In a world of increasing complexity with many competing ways of expressing yourself and finding your career path with distraction and information being abundant **it is essential to focus**. Once your focus is determined you need to find the best path to reach your goals.*



focuses on helping you in both processes mentioned above.

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1 Preparation



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- **Define the vision**
 - **Deduce goals from the vision**
 - **Determine milestones to reach the goals**
 - **Never let lack of time prevent proper preparation !**
 - **Are there indirect ways to reach your goal ?**
 - **Think about the options / solution space.**
 - **Take decisions based on all facts !**
 - **Determine how you want to explain a decision – if at all...**
 - **How many goals (battles) can you handle ?**
- ⇒ **Chapter 2**

2 Resources



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- **Map your goals and resources.**
 - **Very often this is an eye opener !**
 - **Because you need to write your goals down...**
 - **And then the (needed) resources...**
- **Do they match ?**
- **Whatever you decide to do – do it fast !**
- **Fast victories provide motivation.**
- **Lack of tangible victories erode motivation**

⇒ **Chapter 3**

3 Strategy



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- **The right strategy makes a vision come true**
- **Once the goals are known: study yourself and the enemy !**
- **If you lead 10:1 – enclose the enemy**
- **If you lead 5:1 - attack**
- **If you lead 2:1 - divide the troops of the enemy**
- **1:1 – offer a battle**
- **If you are behind, try to escape**
- **How to implement your strategy: ensure all are onboard and act as ONE force**

⇒ **Chapter 4**

4 Tactics



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- In production: zero errors !
- In Tennis: less errors than the competitor !
- In „real life“:
 - No big errors
 - 80:20 rule
- Which method to use ?

⇒ Chapter 5

5 Method and Maneuvres



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- **Direct and indirect methods**
 - align the troops.
 - secure victory through ...
- **Internally: be dependable, steady !**
- **Externally: surprise !**
- **Hide your courage by fear !**
- ...
- **How to develop the most effective methods ?**

⇒ Chapter 6

6 (Determine the) Conditions



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- **Understand the conditions under which you move !**
- **Can you change them to your favor ?**
- **Often „time“ is such a „condition“.**
- **Conditions can be changed or used through Tactical Maneuvers.**

⇒ **Chapter 7**

7 Tactical Maneuvers



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- **Be prepared to do things which**
 - **just change conditions or**
 - **make other people do things you want them to do**
- **And while you do this watch the battle !**

⇒ **Chapter 8**

8 Situation



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- **Be prepared to act out of the situation.**
- **This requires (prepared) leadership**

⇒ **Chapter 9**

9 Leadership



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- Prepare your leadership tools.
- Be able to read the landscape that you **CANNOT** change.

⇒ Chapter 10

10 (Read the given) Landscape



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If you need help with reading the landscape, try this:

http://www.mqs.at/index_files/NineSituations.pdf

⇒ Chapter 11

11 In Battle



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• **Being in battle means to be prepared !**

⇒ **Chapter 12**

12 Fire



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• **Be cautious in using fire – it can kill you**

⇒ **Chapter 13**

13 (Use) Spies



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- **Use spies !**
- **Information means an advantage – in these days spies are not the only way.**
- **Consider the value of an enemy's spy you can control.**

Conclusions



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The world has apparently become more complex !



helps you to focus !



helps you to reach your goals !

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About Sun Tzu

- Sun Tzu lived about 500 years before christ
- Kingdom Wu in China
- The Art of War
- 13 chapters