



GlobalEdg
The Executive Development Group

WHAT DO LEADERS WANT? WHAT DO YOU NEED TO WIN?

IT'S WHAT BUSINESS
LEADERS WORLDWIDE
SAY IS MISSING IN THEIR
PEOPLE THAT PUTS
THEM AT A COMPETITIVE
DISADVANTAGE

Know how to differentiate between those things that are distractors and wasters of time and energy and those that produce sustainable results.



STAR

Strategic. Thinking. Action. Results.

Praise for Think to Win



If you're going to win in today's hyper-tough, global business environment, you'd better outthink your competitors. And Think to Win shows you how. It's the winning approach I've used to turnaround companies like Nabisco and Gillette and launch several new billion-dollar businesses.

James M Kilts, Co-Founder Centerview Capital, Former CEO of Kraft, Nabisco and Gillette, and Former Vice-Chairman of Procter & Gamble

A proven framework to help leaders make the right strategic choices, develop a clear integrated plan of action and, importantly, a methodology to align the entire organization to focus on what really matters in order to win.

Ed Shirley, Former President and Chief Executive Office, Bacardi Limited; Former Vice Chairman, Procter & Gamble, Global Beauty and Grooming

It's a simple, proven approach to analyzing and solving old or new challenges and provides a common language anyone at any level in the organization can understand. This is the key to turning strategy into execution and delivering superior marketplace results.

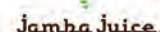
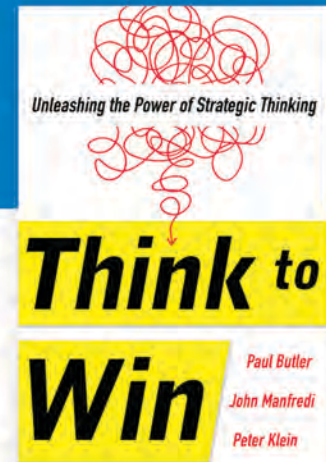
Sandra (Sandi) E. Peterson, Johnson & Johnson Group Worldwide Chairman and Member of the Executive Committee

Think To Win is powerful and insightful. Applying the principles of Think To Win allows leaders to move their businesses forward by knowing what's most important for their consumers and customers, and then acting.

Rob DeMartini, Former President and Chief Executive Officer, New Balance Inc.

Think to Win is a winner. It unlocks thinking to galvanize people and companies to thoughtful actions that produce great results. The Think To Win approach of fundamental principles joined with a disciplined process can jump-start stalled businesses and ignite global opportunities.

Irene Rosenfeld, Former Chairman and Chief Executive Officer, Mondelez International





WELCOME TO STAR

Strategic. Thinking. Action. Results.

Today, more than 3,000 leaders have learned what it takes to win in the marketplace through an incredibly effective approach known as **STAR**. In fact, the **STAR** program is used by some of the world's most successful, reputable companies.

Why?

Because **STAR** is the only way to quickly bring consistency, rigor and discipline to your company, changing how you strategize, how you implement – and even how you think.

At the heart of the **STAR** program is the desire to help leaders and organizations create a common system and a universal language that drives growth while simultaneously shaping culture. As a proven framework, **STAR** increases your capabilities in every area, improving consistency, discipline, and strategic decision making.

The result?

Unstoppable, fast-moving alignment.

Go from thinking to action in less time and with more accuracy than ever before.

WINNING IN THE MARKETPLACE

What do successful leaders have in common? They have a fast, sure-fire way of determining what's most important. Every successful leader, no matter the business or industry, has the ability to assess situations quickly and accurately, moving from a state of paralysis and indecision to a state of movement and momentum.

The most successful leaders are confident in their decision making. These leaders don't just understand how to create sustainable growth – they do it each day with every single decision they make.

That's how they can get so far ahead so quickly.



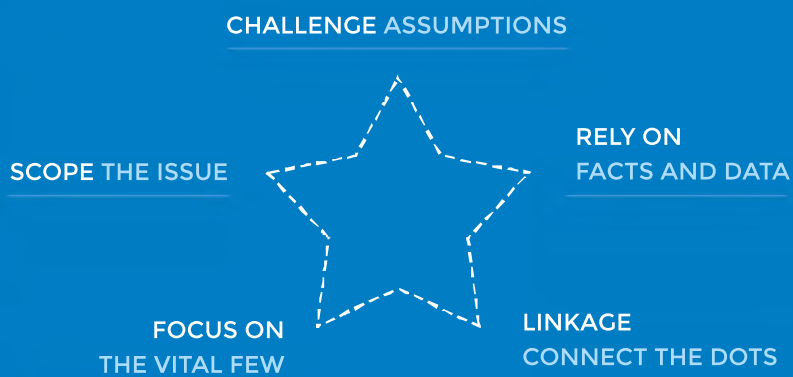
WHAT MAKES STAR DIFFERENT

Strategy is not about budgeting and it's not executing to incremental goals. It's thinking differently about what can be done and how to make that happen. What's needed is different thinking combined with a shared language and tools to make it happen.

Smart and simple – these are the two words that describe STAR.

The five principles of STAR are a game changer in strategic thinking. The brilliance is in the simplicity of the process which begins by ensuring you ask the right questions, so you identify the right area to focus upon.

THE FIVE STAR PRINCIPLES



Asking the Right Sequence of Questions

THE “THINKING FLOW” IN STAR

WHAT ARE WE TRYING TO SOLVE FOR?

WHAT DO WE KNOW?

What is most important?
What differentiates us?
Insights/So what?

HOW DO WE WIN?

What is our purpose
and position?
What should we aim to achieve?
What choices do we make?

Situation

(what is going on)

Summarizes what you know &
what's most important.

Action

(what to do about it)

Summarizes your intent/ choices.

Impact

(what you want to get out of it)

What will the result be.



THE PROGRAM

The STAR program doesn't ask you to observe. It asks you to become an active participant so that the tools we teach become tools you can actually use. This program doesn't want you to walk away simply feeling good or even excited about getting back to work. Instead, STAR is all about completely transforming how you understand your business and the decisions you make every single day.

STAR isn't just a concept; it's real, tangible tools that you can put to work from day one.

After immersing yourself in the framework of the STAR program, you will know how to:

- ★ **Analyze** a complicated situation quickly
- ★ **Identify** the highest impact areas to focus on
- ★ **Perform** the most critical supporting analyses
- ★ **Draw** the appropriate implications from the data
- ★ **Communicate** your findings and recommendations succinctly



Strategic. Thinking. Action. Results.

Proven time and time again by successful business leaders, **STAR** will enhance your strategic thinking and decision making. The program is so effective because it gives leaders a framework for everything they do during day-to-day operations.

With **STAR** you will learn what you need to develop:

- ★ Common **approach**
- ★ Common **language**
- ★ Common **metrics**
- ★ Common **understanding**
- ★ Common **way of thinking**
- ★ Common **way of acting**

While this might seem straightforward, even the smartest, most experienced leaders struggle to do this on their own. In fact, many leaders don't even know that this commonality is something they should be striving to achieve.

But, when you recognize the importance of everything working within one common framework, you completely change how you work - and how you think.

WHY PEOPLE CHOOSE US

With over 300 successful workshops under our belts and more than 40 organizations currently implementing **STAR**, we know what it takes to give you the tools you need to implement everything you learn. Our proprietary and proven approach to strategic thinking and leadership has been tested time and time again. Even the most successful leaders have transformed the way they work, unlocking even more success.

With thousands of distinguished alumni and counting, **STAR** is the secret to winning in the marketplace - regardless of the market you're in.

Unlike other programs that only deliver hype and broad concepts, **STAR** promises to:

- ★ **Enhance** your ability to focus on growth drivers - the things that make a real difference for your organization right now, tomorrow, and the years ahead.
- ★ **Improve** your ability to evaluate and develop superior market-driven and action-oriented solutions so that you can drive sales and increase overall economic profit.
- ★ **Provide** tangible templates and tools so that you can implement strategic thinking frequently and consistently.

To learn more about how GlobalEdg can support you through the entire process, contact:

EMAIL pbutler@globaledg.com PHONE +1.203.405.6810

