

# Strategist Profiler

Mapping your strategic thinking style



The **Strategist Profiler** is a comprehensive online tool for mapping people's strategic thinking style. It measures each person's preferred approach to understanding and resolving strategic issues.

## Strategic decisions are based on good analyses...

Leading organizations use hard evidence and reliable data when making strategic decisions. Market research, competitor analyses, financial audits, performance measurements, and all kinds of other tools, are used by strategists to make choices.



## ...but also on personal views

When facing strategy issues, different people have different perceptions of the real meaning of this information. Executives employ different worldviews due to different backgrounds and experiences. These personal views lead to different strategic thinking styles, which people unknowingly use in their strategic decision-making.

## These strategic thinking styles *can* be measured

The scientific work on which the Strategist Profiler instrument is based has been published in the book *Mapping the Mind of the Strategist*, by Ron Meyer (2007). The theoretical basis of the ten dimensions is described in the book *Strategy Synthesis*, (co-) authored by Ron Meyer (1999, 2005, 2010).

## GOAL

The Strategist Profiler can profile individuals and groups, and can be employed to assess, analyze and advise as detailed below:

	Individuals	Units/Firms
<b>Assess</b>	<b>Give insight</b> into the strategic thinking style of an individual	<b>Map</b> strategic thinking style <b>differences</b> between units and/or firms
<b>Analyse</b>	<b>Determine</b> potential <b>strengths</b> and <b>weaknesses</b> of an individual's style	<b>Identify</b> potential style <b>conflicts</b> between units and/or firms
<b>Advise</b>	<b>Devise</b> a <b>program</b> for developing a more robust strategic leadership profile	<b>Develop</b> an <b>approach</b> to deal with (and make use of) strategic thinking style differences

## USES

The Strategist Profiler can be used in different settings:

- **A training.** The Strategist Profiler can be used in strategic management programs, mapping different strategic styles in a group and taking this as a basis for further explorations and learning.
- **An individual assessment.** The Strategist Profiler can determine an individual's current strengths, as well as areas for improvement.
- **A coaching relationship.** The Strategist Profiler can help to determine areas for further individual or group coaching.
- **An organizational analysis.** The Strategist Profiler can pinpoint whether a firm is stuck in one dominant strategic thinking style and whether there are stark style differences between individuals, units or alliance partners.

## RESULTS

The Strategist Profiler can deliver **individual profiles** or **group profiles**, dependent on your needs.

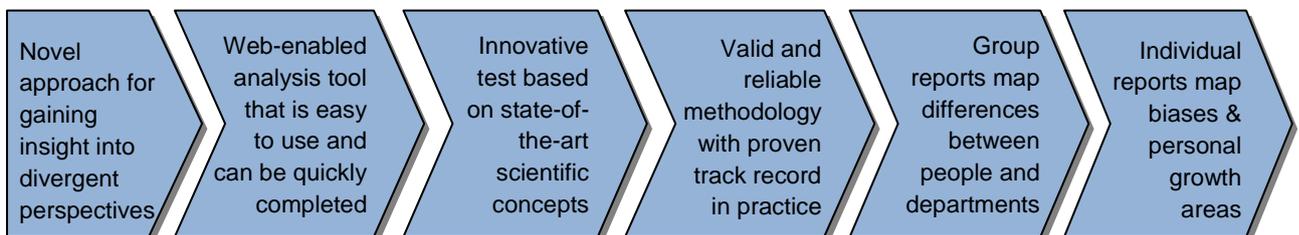
In any strategist profile, the focal individual or group can be **benchmarked** against other groups that can be freely selected.

Individual reports are generally 25 pages in length, providing the scores of individuals and/or groups and an interpretation of their scores.

All data and results are treated with **full confidentiality**.



## BENEFITS



For more information please contact [info@c4sl.eu](mailto:info@c4sl.eu)

**Center for Strategy & Leadership** is dedicated to improving companies' effectiveness in the areas of strategy, leadership, business innovation and change management, by offering process facilitation, consulting and management development services.