



The Monday Revolution

Revolutionary Reads

The Art of War by Sun Tzu

What's it about?

Written more than 2,500 years ago, The Art of War by military strategist Sun Tzu is far more than just a military text. Tzu's strategic philosophy has been applied by leaders the world over to gain competitive advantage. If you're able to put aside the ancient warfare context, you'll be able to find useful general principles that can be applied to business strategy and management practices.

What's in it for me?

Tzu's teachings show you the benefits of strategic agility in order to overcome challenges, gain competitive advantage and market share.

What can I learn?

- When launching a new business or product, it's crucial to have a proper plan and timeline to ensure maximum impact.
- It's key to know your industry and competitors inside out.
- The importance of identifying your company's strengths, weaknesses and what it does better than its competitors - then focus on this.
- Rather than battling it out with your competitors, provide the best service possible and earn new business this way.
- If you genuinely care about your employees, they'll want your business to succeed too.
- Keep your finger on the pulse when it comes to shifts in the market and new products.

“Opportunities multiply as they are seized.”

Start on Monday

Have you carried out any competitor analysis recently? Make the time to do this regularly, it could be hugely impactful on gaining new customers or launching a new product.

Join us comrades!

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