

Faith in Strategy

FAITH (*noun*)

- A strongly held belief,
- Complete trust or confidence,
- A trust in, and commitment to, what we have reason to believe is true,
- Built on well-grounded and robust convictions.

STRATEGY (*noun*)

- Where to play and how to win in business,
- A clear roadmap that defines the actions that a business should take (and not take) and what should be prioritized (and not prioritized),
- The big decisions that drive everything else