

**How to Identify and Act on
Opportunities in a Fast-Changing World**



THE

AGILITY ADVANTAGE



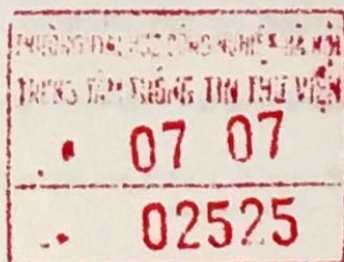
AMANDA SETILI

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THE AGILITY ADVANTAGE

HOW TO IDENTIFY AND ACT ON
OPPORTUNITIES IN A
FAST-CHANGING WORLD

Amanda Setili



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Preface

In 2011, I founded the Strategic Agility® Think Tank. My goal in establishing this community of corporate peers—CEOs, division presidents, CFOs, CMOs, and leaders in sales, marketing, operations, and strategy—was for them to share ideas and best practices, better navigate their greatest challenges, and become more adept at seeing and capturing new market opportunities.

The community includes leaders of such companies as AT&T, AutoTrader, Best Buy, Bosch, Cbeyond, Cisco, Costco, Cox Communications, Equifax, Fiserv, Georgia-Pacific, Hilton, Intuit, Kraft, J. M. Huber, MeadWestvaco, Time Warner, UPS, and Xerox. The members of this group have learned from one another, and I've learned from them. Along the way, they have strengthened their organizational and personal performance, and I've gained more—and more varied—experience in helping companies navigate change.

My aim in writing this book is to help all organizations—large, established companies with huge investments in the status quo, as well as smaller, younger companies that are relatively light on their feet—become more nimble. In the pages that follow, you'll find examples, tools, and techniques to do just that.

The Impetus for This Book

I wrote this book after more than two decades of working with some of the world's leading companies, including Coca-Cola, Delta Air Lines, The Home Depot, Kimberly-Clark, and

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