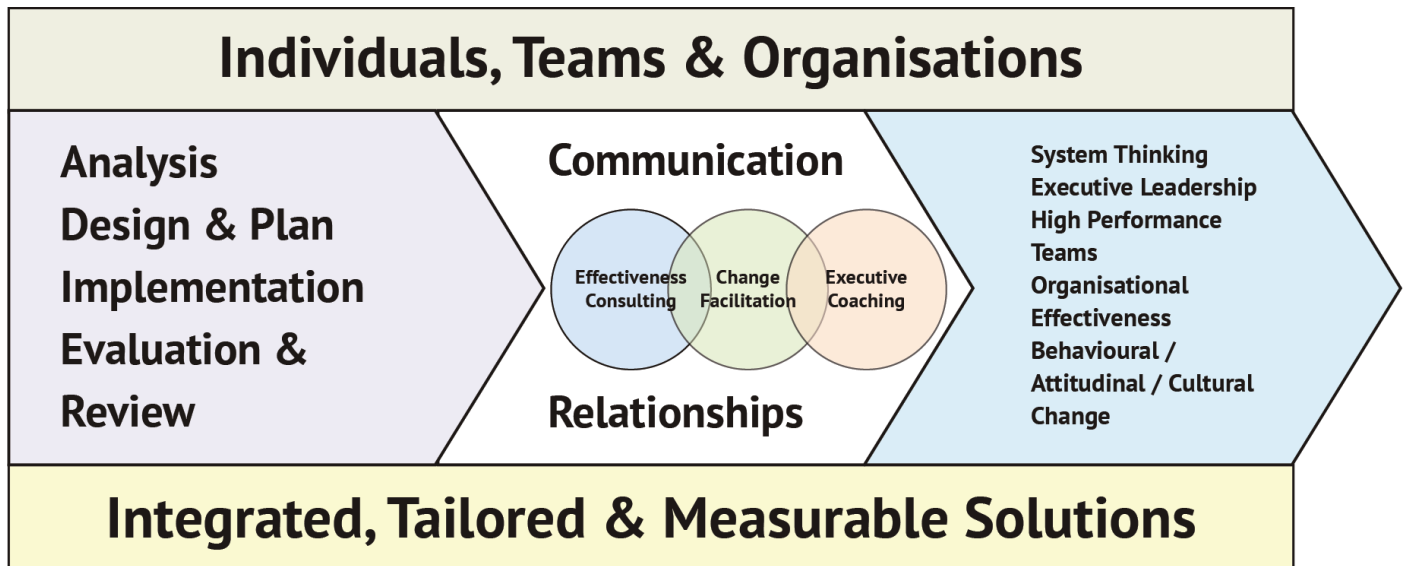


## Strategically Yours in a Nutshell

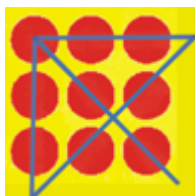
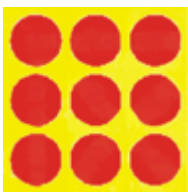


During a marketing and strategic planning session in late 2010, with a couple of close, business colleagues, Alex Nissen and Colin Macmillan, we developed a version of the above model to illustrate, *in a nutshell*, what the Strategically Yours business was all about.

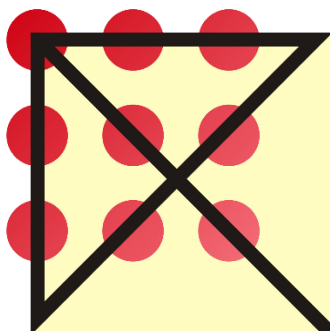
It has stood the test of time and served to keep me focused on what my clients need from me.

### What is the Strategically Yours logo all about?

If I ask you to draw nine red dots in a square layout and then ask you to join all nine dots using only **FOUR straight lines** (and your pen must not leave the paper) you would take a little time to come up with the answer (second drawing) and only if you twice took the lines outside 'the square' you had created in your mind (or visually in yellow, in the diagram)



I have often used this exercise to illustrate 'strategic thinking' or 'thinking outside the square' and I thought that it would make an ideal and distinctive logo for my business ... which it has.



# STRATEGICALLY YOURS