

MOVE™ — A Proven Strategy System, Now Powered by AI

7 strategy tools on 2 pages. Developed over 25 years working with hundreds of clients across 4 continents. Not a plan — a decision system that moves with your business.

THE PROBLEM

Oil spikes. Wars escalate. AI rewrites cost curves in months. Your 3-year plan didn't fail — it just couldn't keep up. CEOs are layering AI dashboards on top of strategies built for a slower world. More data. Same decisions. Same drift. You don't need another plan. You need a system that moves with the volatility.

WHAT MOVE™ IS — AND THE QUESTION IT FORCES YOU TO ANSWER

M	Make Thinking Visible Surface hidden assumptions before they surface you	<i>"What assumptions is your strategy built on — and when did you last test them?"</i>
O	Orient Around Advantage Define the driving force behind every bet	<i>"Can your leadership team articulate why you win — in one sentence?"</i>
V	Visibly Choose Bets Map products × markets. Fund what earns its place.	<i>"Which of your current bets would you not make again today?"</i>
E	Execute in Rhythm Quarterly cadence tied to P&L outcomes	<i>"Does your strategy connect to financial outcomes anyone can track — this quarter?"</i>

WHAT AI DOES TO IT

AI compresses weeks of strategic analysis into hours. Stress-test assumptions in minutes. Build localized, territory-level strategy — store by store, trade area by trade area.

The thinking stays with the team. AI accelerates it. It changes the game on what strategic decision making can be done at the localized level.

3 markets analyzed in 3 minutes — territory-level EBITDA decisions

TRACK RECORD

\$2B+	Incremental client EBITDA
95%+	Implementation rate
100+	Companies, 4 continents
25 yrs	In CEO strategy rooms