

3.3 Individual Exercise

How can you apply the strategies from this book in real life?

As the video mentioned in the beginning, “most of us are engaging in some kind of small war in our daily life”. Knowing this, we can affirm that all of the strategies mentioned in the video can be applied both in everyday life and in business environments. In fact, most of the strategies mentioned in the video are really important to succeed in businesses. For example the Tactical Disposition, that makes reference to first make yourself as strong as possible before entering into war. Have the strongest position possible, wait for competition to make a mistake, then attack. This can perfectly be related to an organization trying to enter a new market, first you have to be strong and in the best position possible, then wait for your competitor to make a mistake, and then enter the market. Like this one, every other principle can be used in real life and in business environments.

Write down three strategies you would apply in business and provide an example. Explain which one of these you consider more important.

In business I would mainly apply, “Waging war” (do not get into fights you cannot win), “Weak points and strong points” (Avoid strong, attack weak), and “Maneuvering” (Study the circumstances. Every situation is different for every enemy).

For example when trying to get into a new market to sell a new product or service we have to take into account these three strategies. First study the market and analyze competitors, there is no guide for every market because every market is different. Then analyze if you are entering into a market where you are going to be able to establish and maintain the product or service that you are going to offer. Finally, make sure to enter when the businesses in that market are weak (high demand and weak offer), so you can enter to make a difference and win more market share.

By comparing this, I think that the most important strategy here is Maneuvering, because every move has to start by analyzing the circumstances and you must know how to move quickly, swiftly and safely to succeed.