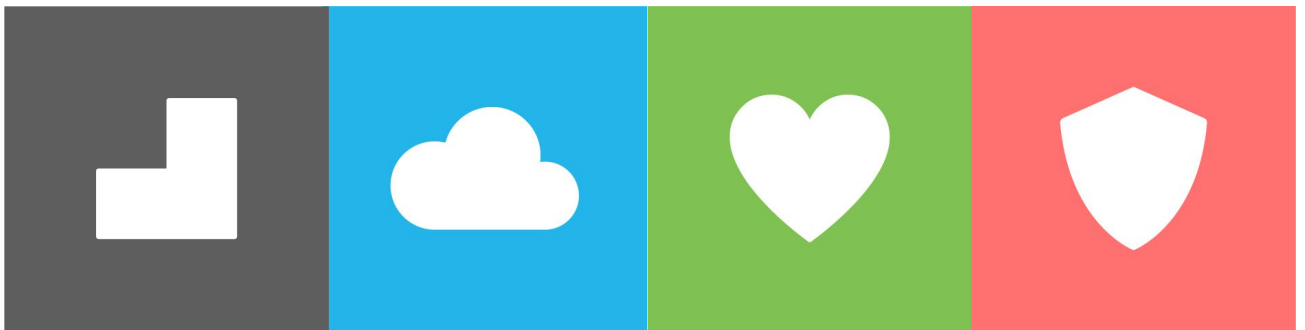


You're a Strategist.

/Thinking pattern.

Strategists plot a path towards the future.

Outcome-creating.



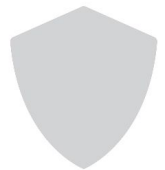
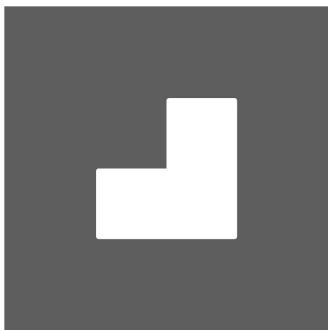
About 2% of the population
are Strategists.

Strategists create outcomes
by making clear choices.

You have exploratory
conversations for what is.

Strategists are driven by Reality.

Outcome-creating.



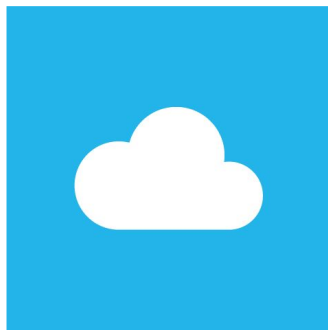
You value accuracy and planning.

You're an objective, systemic thinker who connects the dots from A to B.

With Reality, you have conversations for facts and assessment.

Strategists are anchored to Vision.

Outcome-creating.

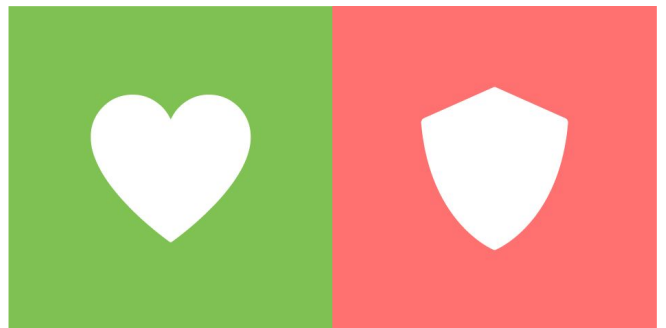


You have insight into
current trends and future
possibilities.

With Vision, you inspire and set
direction.

You create outcomes with Ethics & Courage.

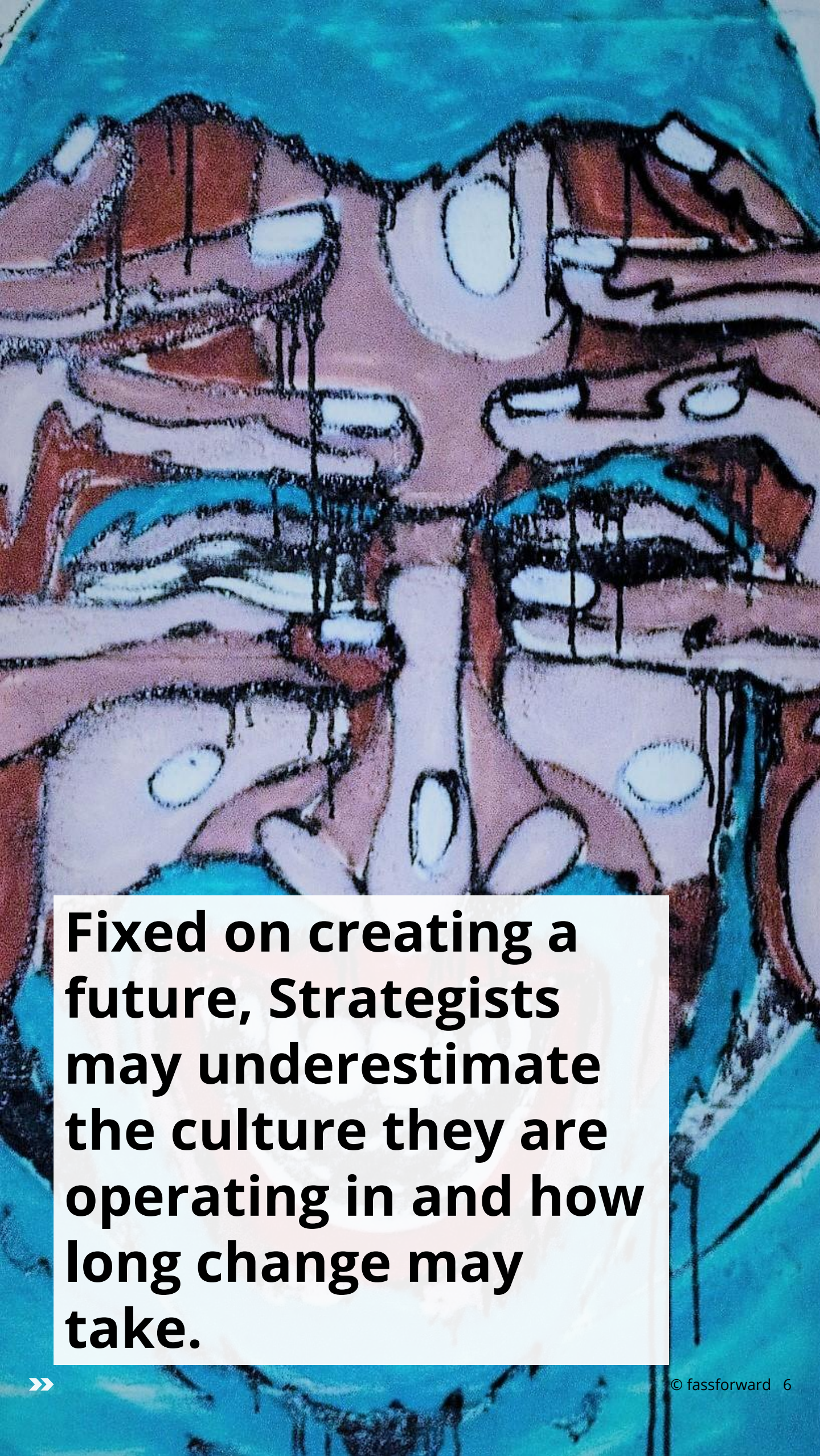
Outcome-creating.



Seeking out differing
perspectives.

To drive well focused action.

With Ethics, you have
conversations for commitment.
With Courage, you exercise will and
champion. You set the when. You
do what's difficult.

The background is a complex, abstract artwork. It features several stylized, overlapping faces or masks in shades of brown, tan, and pink. The faces have large, white, oval eyes and some have open mouths showing teeth. Dark, thick paint drips are applied over the faces and the background, creating a sense of movement and decay. The top of the image has a solid teal or turquoise color. The overall style is reminiscent of mid-20th-century abstract expressionism or graffiti art.

Fixed on creating a future, Strategists may underestimate the culture they are operating in and how long change may take.

Ask other people.

When you find yourself reacting to problems and under stress, focus on Ethics.

What commitments have I made?

Who do I enlist to move this forward?

Is this the right thing to do?

Ask, don't tell. Have conversations that are:

Civil

Empathetic

Inclusive

Set a deadline.

When you find yourself reacting to problems and under stress, focus on Courage.

What do I want to make happen?

When do I want it done?

What challenges must we overcome?

Ask, don't tell. Have conversations that are:

Deadline driven

Difficult

Pro-active

More Thinking PatternsSM.

 **Mediator**

 **Advocate**

 **Idealist**

 **Analyst**

 **Innovator**

 **Evangelist**

 **Champion**

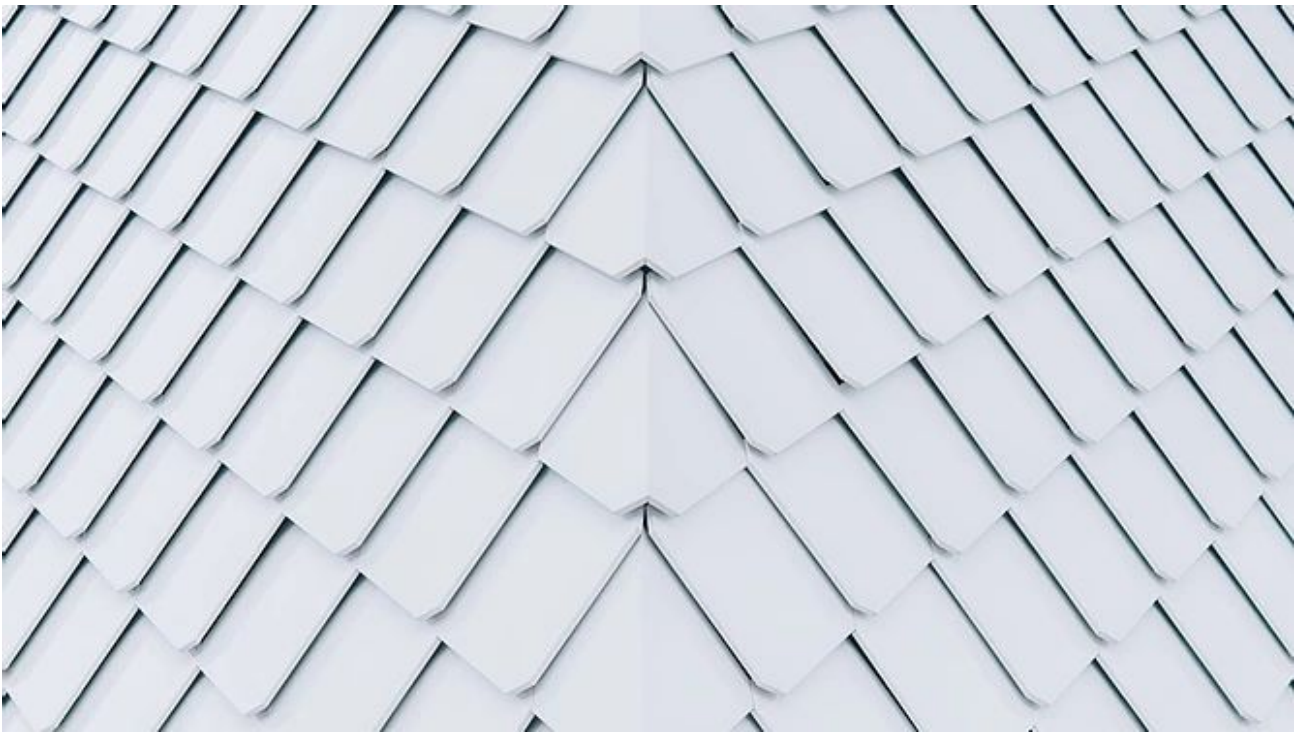
 **Entrepreneur**

 **Operator**

 **Steward**

 **Pragmatist**

 **Strategist**



Thinking Patterns — How you think, act, and lead.

I remember getting a call from a recruiter about a sales and marketing job for a high-tech start-up. I was working at a Fortune 500 company. After several promotions, I had a nice

[... more](#)



The How Company

About fassforward.

Over the years, clients have come to call us “The How Company” because we keep it practical, outcome-based, and rooted in neuroscience — all to help our clients learn, lead, and communicate more effectively.

We work in two areas:
Business Leadership and
Business Storytelling.

Our [Coaching](#) is a thinking partnership to help leaders think differently and create outcomes.

Our [Training](#) programs focus on closing the “Thursday-Monday gap” — the gap between ‘aha’ and practical application at work.