

# e-STRATEGY PURE & SIMPLE

Connecting Your Internet Strategy  
To Your Business Strategy

MICHEL ROBERT and BERNARD RACINE

**MICHEL ROBERT** is founder and president of Decision Processes International Inc., a consulting firm with 60 partners in 15 countries. Since coining the phrase "strategic thinking" in 1980, Mr. Robert has had a number of articles published in business magazines and journals. He is also the author of six books, including *The Strategist CEO*, *The Essence of Leadership* and *Strategy Pure & Simple*. Mr. Robert has worked personally with the CEOs and management teams of over 250 corporations.

**BERNARD RACINE** is director of research and development at Decision Processes International Inc.

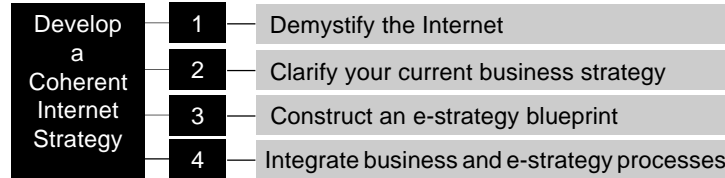
The firm's Web site is located at <http://www.decisionprocesses.com>.

**SUMMARIES.COM** is a concentrated business information service. Every week, subscribers are e-mailed a concise summary of a different business book. Each summary is about 8 pages long and contains the stripped-down essential ideas from the entire book in a time-saving format. By investing less than one hour per week in these summaries, subscribers gain a working knowledge of the top business titles. Subscriptions are available on a monthly or yearly basis. Further information is available at <http://www.summaries.com>.

**MAIN IDEA**

Many CEOs are baffled by the Internet, and are delegating their decisions about an Internet strategy to consultants and IT staff. The only problem is that's roughly equivalent to having a plumber design a new house – you end up with loads of pipes but not much else. Similarly, when Internet consultants or IT staff design an e-business strategy, you end with loads of nice hardware and software but it doesn't quite mesh with the strategy the rest of the business is following.

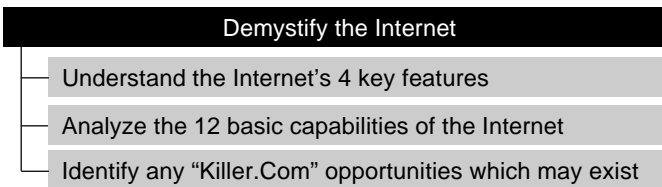
To overcome this mismatch, the CEO and Executive Team should become the architects of their own Internet strategy which not only connects to the business strategy of the entire enterprise but helps further execute that strategy rather than working at cross purposes. Achieving that requires four basic imperatives to be followed:



Only when CEOs and key executives are able to design their own Internet strategy are they in control of their own destiny.

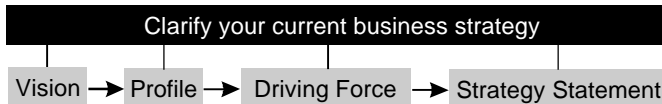
Imperative #1 – Demystify the Internet . . . . . Pages 2 - 3

The arrival of the Internet is permanently and dramatically altering the traditional rules of play for all businesses. By understanding the Internet's capabilities better, executives can begin to anticipate where the greatest points of impact will be on the business model currently in use.



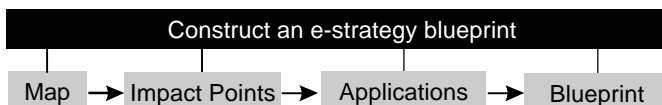
Imperative #2 – Clarify your current business strategy . . . . . Page 4

Before you can develop an Internet strategy that matches the strategy of your business, you must be perfectly clear and explicit about the future direction you want to move in. In other words, the foundation for an Internet strategy is to have a clear business strategy.



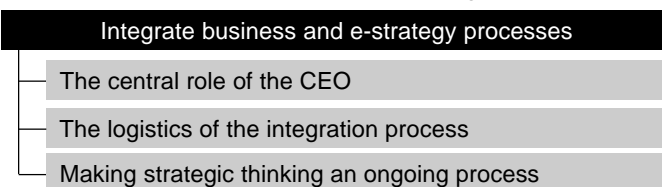
Imperative #3 – Construct an e-strategy blueprint . . . . . Pages 5 - 6

Your e-strategy blueprint specifies how you will leverage the Internet as a strategic weapon to cause more commercial transactions to occur.



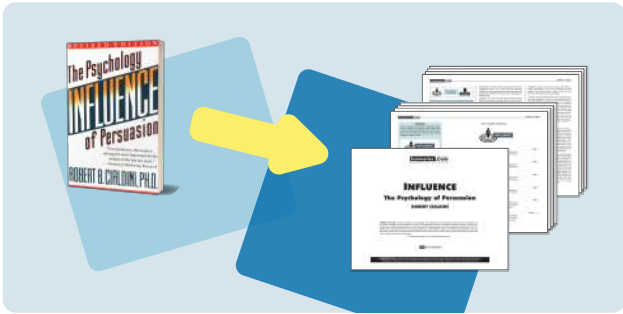
Imperative #4 – Integrate business and e-strategy processes . . . . . Pages 7 - 8

Pure and simple, the Internet is another vehicle by which an organization executes its business strategy. Both processes need to work in tandem for great results to be achieved.



# Summaries.Com

The Ultimate Business Library



We condense **300+ page** business books into **8-page** summaries.

By reading summaries, you'll get the **key ideas** in **30 mins**, so you can spend more time turning your ideas into **dollars**.

## Knowledge is Power — Invest in Your Future

For just **\$2 per week**, you will...

- Learn from the mistakes and success of the smartest people in business;
- Get fresh ideas, strategies & motivation that could be worth millions to you;
- Follow emerging trends, so you can catch the wave before your competitors do;
- Catch up on the classics you always wanted to read.

## 1,000 Top Business Book Summaries

Our catalog includes summaries on a range of topics for aspiring entrepreneurs, managers, and consultants.

BUSINESS PLANS

MANAGEMENT

PRESENTATIONS

SALES

LEADERSHIP

MOTIVATION

STRATEGY

AND MORE

