Today presents a good opportunity to introduce strategy.

* Course is Strategy First, so what is strategy?
* Strategy is a plan for how we get from where we are to where we want to go.
* So we need to know where we are and where we want to go.
* And we need to know the conditions (strengths, weaknesses, opportunities and threats) surrounding us.
* We also need to know how things get to where they are needed.
* To help us think about how things get to where they are needed Steve Miller will take us through “I, Pencil”