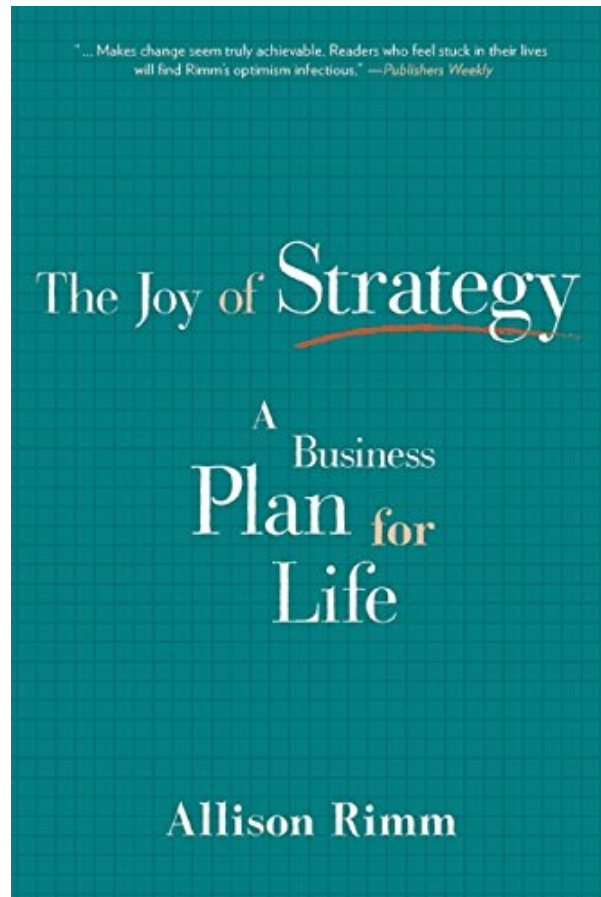


# JOY OF STRATEGY: A BUSINESS PLAN FOR LIFE BY ALLISON RIMM



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# The Joy of Strategy

## A Business Plan for Life

Allison Rimm

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## **Review**

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Your life is serious business, but who says you can't find joy along the way? As a person with unique gifts to offer, it is your responsibility to use your talents wisely and it is your right to enjoy yourself while doing so. Just as a successful business requires a mission and a plan, so does a fulfilling life. In *The Joy of Strategy*, Allison Rimm provides a structured, step-by-step program to create a business plan for your life. Through conventional business techniques and unconventional wisdom, *The Joy of Strategy* is the go-to guide for achieving satisfaction both in and out of work. Delivered with compassion and humor, *The Joy of Strategy* presents eight practical steps, useful tools such as the Joy Meter, and real success stories to help build and motivate your personal plan. With the perfect mix of soul and strategy, *The Joy of Strategy* will get you organized and on your way to a fulfilling life.

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## Business School

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### Most helpful customer reviews

27 of 27 people found the following review helpful.

## Joy For Two – Life Planning, Not Retirement Planning

By JP Miller

At 61 ¾ years old, I feel like one of Allison's examples in this Joy book (short for 'The Joy Of Strategy'). I am like the musician who went into Accounting. As a child I was told that Music is a good avocation, but not a good career. I can still feel the deflating effect that had on me, at the time. Well, now I've been doing the 'Accounting' thing for 30 years. It paid the bills as we raised 2 boys, but it might not pay the future medical bills if I stay on this path.

I have spent so much time studying and working to 'Corporate Strategy' in my (too)many years as a bean counter and I have made several attempts to apply these 'strategic' theories for my own, personal life planning, but it always felt like being on the job, just doing the same s@#! that I do at work. My oldest son strongly suggested Allison's book to me. It turns out that he really knew, and cared, more about me than I realized. Her book is a 'spot on' fit. Allison, has an integrity of concern and a spirituality to her advice. She has taken Strategic thinking out of the boardroom, and brought it into my personal life.

Now, my Wife and I are both working to apply the Joy Process in finding our intended path into the future. Allison's process is certainly serious and proper, and requires significant effort, but its an effort that my Wife and I look forward to each day. It has been a strategic planning process that revealed its promise from the start. For us, it generates its own enthusiasm. And just FYI, Allison has given us some good, specific advice for our 'Joy For Two' adventure. I believe this advice can be found on her website. For people in our situation, its worth reading.

In my subject title I said that this is Life Planning, not Retirement Planning. My point is that my Wife and I want to live the rest of our lives, really engaged in our lives; not just planning for how we can afford to sit in rocking chairs for the remaining summers that we have left. I do think that going through this Joy process is a must-do foundation for good Retirement planning.

Okay, so this is my first 'book review'. I've read many good books, but haven't been motivated to give feedback, until now. So I guess to confirm my feelings, I Really Recommend this book, or Highly Recommend, whatever sounds best.

P.S. – I certainly don't want to cast any dispersions on the field of Accountancy or make any judgments about people who want to retire on rocking chairs and TV trays. I'm just saying, you don't have to, if you don't want to.

Enjoy,

JPM

13 of 13 people found the following review helpful.

"There is surely nothing quite so useless as doing with great efficiency what should not be done at all." -- Peter Drucker

By Robert Morris

I selected the Drucker quotation for the title of this review because so many of the decisions that people make are [begin italics] inappropriate [end italics] to the given objectives. We make hundreds of decisions each day, at work and elsewhere. Some have implications and potential consequences much more serious than do others. In this volume, Allison Rimm offers what she characterizes as "a structured approach that guides you, step by step, through the process of defining what is most important to you and what you must do to get it. The world's most successful businesses do this as a matter of course, and there is no more



essential business than the business of your life." Quite true.

Rimm recommends an eight-step process by which to formulate "a business plan for life." Think of her as a travel agent to help work out all the details of what will become a journey of discovery while achieving personal growth and professional development.

These are among the dozens of business subjects and issues of special interest and value to me, also listed to indicate the scope of Rimm's coverage.

- o What Is a Strategic Plan and Why Do You Need One? (Pages 5-6)
- o Mission Critical (22-23)
- o Mission + You = Vision (40-52)
- o Feel the Pool (55-57)
- o Tips for Making Your Vision Statements Glow (63-65)
- o When You Don't Know Where to Start (74-76)
- o Size Up Your Position (77-78)
- o Strengths: Using Your Greatest Talents (82-83)
- o Weaknesses: Skills or Resources You Lack (84-86)

Digression: In *The Art of War*, Sun Tzu suggests that strengths be disguised as weaknesses and weaknesses be disguised as strengths. Why? You want your enemy/opponent/antagonist/etc. to fear where you are weakest and challenge where you are strongest. That's a cool strategy.

- o Seven Fears That Can Block the Way to Achievement (89-91)
- o When the SWOT Delivers News You Didn't Expect (100-102)
- o Balance and Perspective (113-116)
- o Is Fear at the Root of Any Misalignment? (140-142)
- o Tame the Electronic Beast (142-144)
- o First Things First: Prioritize Tools (153-156)

When concluding her book, Rimm observes, "My mission is to help you to use your gifts and make your dreams come true. You have defined your destination, selected a route, and figured out what you need to fill your days with pleasure. You are well prepared for your journey, ready to step onto your oath with confidence. Have a great trip and keep in touch. It will be my true joy to hear about your triumphs. You are about to change your own little corner of the world."

Of course, the details of such a journey vary from one pilgrim to the next. Dreams are very important and I agree with Allison Rimm that they should not be left to chance, that achieving our goals doesn't just happen. "It requires a strategy," an appropriate strategy. There's one other point that needs to be stressed. We interact with dozens of different people each day. Whether or not we achieve our own goals will probably be determined by the extent to which we help others to achieve their goals. Therefore, I hope that those who read this book will make effective use of the information, insights, and counsel it provides but I also hope that they share what they have learned with others who also need "a business plan" for their lives.

8 of 8 people found the following review helpful.

The best! Period.

By Mr. Singh

Allison's book is a must-read for those who aspire to live a fulfilling life. Her work tremendously helps the readers in systematically laying the plan for a joyful life by exploring one's inner self, a task often ignored in

our culture. We make plans for birthday parties, anniversaries and vacations. But how often do we sit down and make a plan to discover who we are, what we want out of life and what truly makes us happy? Allison's book not only helps us answer these questions but her work also assists us on building a strategy to live a truly happy life.

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