Dear professor jack velch

 I studied your article as “Five Questions That Make Strategy Real” and thought about it, it was very so much deeply, a narrative on humankind’s events and connecting real life to strategy that this couple will be the best straightforward or a travelling in a straight course, yes, we need most group of two “living + strategic matters” for resurgence of mankind as the good Mechanics or suitable tactics of these two equal forces acting in opposite directions (the other way for living).

 Crying of people increase from waring in the world, waring has stranded instead living, you look at this SONG again:

Song by A-ha

I, ll be gone

In a day

But I, ll be stumbling away, take away, discovering truth, making a mistakes, coming across unexpectedly, so I or we or they, not happiness, but showing me, showing you, showing them, showing us

Here, in this place; you see (for drawing attention), this not a song, but the singer, indeed, “the singer, not the song”, “the writer, not the pen”, “the painter, not the brush (please refer to my article that’s named: Trarealism in Unconscious of human”, “driver not the car” and so on.



 And “living + strategic matter”, the history of strategic affairs has started form war, Military strategy is a set of ideas implemented by [military organizations](https://en.wikipedia.org/wiki/Military_organization) to pursue desired [strategic goals](https://en.wikipedia.org/wiki/Strategic_goal_%28military%29) , Derived from the Greek word [strategos](https://en.wikipedia.org/wiki/Strategos), , the term strategy, also in china and  to political aims over military goals , [Sun Tzu](https://en.wikipedia.org/wiki/Sun_Tzu) is often considered as the father of Eastern military strategy and greatly influenced Chinese, Japanese, Korean and other countries , after warI and warII this art of generals entered into universities and defining strategy as "the art of distributing and applying and organizing means to fulfill of making the policies of markers , some kind of high-brain scientific methodology for competitors like generals of military and these ideas penetrated for using of the most ideal and practical useless in [Western society](https://en.wikipedia.org/wiki/Western_world) as well. It continues to influence many competitive endeavors in Asia, Europe, and America including culture, politics,  and business,   as well as modern warfare.

 Thus, the literatures so having lasting militating values cannot be fulfilling for making “beautiful life “, we must change swords of strategies instead flowers of doctrinal living that I seeking in struggle so advance with great effort in duration of 30 years ago as title is: usefulness science for making the “beautiful life “please refer to my lecture as attached.

 Yours sincerely

 Mahmoud saneipour

4/8/2016



[**Jack Welch**](https://www.linkedin.com/in/johnfwelch?trk=pulse-det-athr_prof-art_hdr)

Executive Chairman, The Jack Welch Management Institute

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**Five Questions That Make Strategy Real**

Mar 28, 2016

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[By Jack and Suzy Welch](http://jackwelch.strayer.edu/?mcv=JDG244)

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Lots of people – most notably academics and consultants – tend to talk about strategy as if it’s some kind of high-brain scientific methodology. We come from a different school of thought. That strategy is a living, breathing, totally dynamic game. It’s fun – and fast.  And it’s alive. Forget the scenario planning, yearlong studies, and 100-plus page reports that “gurus” suggest. They’re time consuming and expensive, and you just don’t need them. In real life, strategy is very straightforward. You pick a general direction and implement like hell.

How?

The first step of making strategy real is coming up with a big “a-ha” for your business – a smart, realistic, relatively fast way to gain sustainable competitive advantage. To do that, you need to debate, grapple with, wallow in, and dig into – and we mean *dig* deep into –you’re playing field (that is, your competitive situation) and its players. Let the following five questions guide you in that process, with meetings that are alive and continually ongoing.

**WHAT DOES THE PLAYING FIELD LOOK LIKE NOW?**

* Who are the competitors in this business, large and small, new and old?
* Who has what share, globally and in each market? Where do we fit in?
* What are the strengths and weaknesses of each competitor? How good are their products? How much does each one spend on R&D? How big is each sales force? How performance-driven is each culture?
* Who are this business’s main customers and how do they buy?

**WHAT HAS THE COMPETITION BEEN UP TO?**

* What has each competitor done in the past year to change the playing field?
* Has anyone introduced game-changing new products, new technologies, or a new distribution channel?
* Are there any announced or potential new entrants, and what have they been up to in the past year?

**WHAT HAVE YOU BEEN UP TO?**

* What have you done in the past year to change the competitive playing field?
* Have you bought a company, introduced a new product, stolen a competitor’s key salesperson, or licensed a new technology from a start-up?
* Have you lost any competitive advantages that you once had – a great salesperson, a special product, a proprietary technology?

 **WHAT’S AROUND THE CORNER?**

* What scares you most in the year ahead -- what one or two things could a competitor do to nail you?
* Is your top talent secure, and are you caring for them appropriately, with pay, perks, and a culture that inspires them?
* What new products or technologies could your competitors launch that might change the game?
* What M&A deals would knock you off your feet?

**WHAT’S YOUR WINNING MOVE?**

* What can you do to change the playing field – is it an acquisition, a new product, globalization, or better talent?
* What can you do to make customers stick to you more than ever before and more than anyone else?

Now, after you complete this exercise, the next step is to put the right people in the right jobs to drive the big a-ha forward. The facts are, you get a lot more bang for your buck when strategy and skills fit.

From there, it’s just a matter of relentlessly seeking out the best practices to achieve your big a-ha, adapting them, and continuously improving them. Strategy is unleashed when you have a learning organization where people thirst to do everything better every day. They draw on best practices from anywhere, inside or out, and push them to ever-higher levels of effectiveness. You can have the best big a-ha in the world, but without this learning culture in place, any sustainable competitive advantage will not last.

Strategy, then, is simply finding the big a-ha and setting a broad direction, putting the right people behind it, and then executing with an unyielding emphasis on continuous improvement. There’s no mystery to it!

*Jack Welch is Executive Chairman of the*[*Jack Welch Management Institute*](http://jackwelch.strayer.edu/?mcv=jdg244)*. Through its*[*online MBA*](http://jackwelch.strayer.edu/online-mba/?mcv=jdg244)*program, the Jack Welch Management Institute transforms the lives of its students by providing them with the tools to become better leaders, build great teams, and help their organizations win.*

*Suzy Welch is co-author, with Jack Welch, of*[*The Real-Life MBA -- Your No-BS Guide to Winning the Game, Building a Team, and Growing Your Career*](http://www.amazon.com/The-Real-Life-MBA-Winning-Building/dp/0062362801)*, which debuted as a #1 Wall Street Journal and Washington Post best-seller, and of the #1 Wall Street Journal and international best-seller Winning.*

با سلام

استاد صانعی پور عزیز. من نوشته های شما را خواندم. خصوصا تحلیل استراتژی جک ولش، محشر بود. سایر استدلالها در مقالات دیگر، خصوصا زمانی که بر مبنای استدلال متعارف بین المللی صورت گرفته است و بخش های متمایل به رویکردهای مذهبی ندارد، فوق العاده بود. صمیمانه عرض میکنم بنده از ضمیم قلب لذت بردم و دریچه جدیدی در فکرم نسبت به تحلیل تئوریکی مفاهیم مرسوم باز شد. امیدوارم همواره موفق و سلامت باشید.

جناب آقای ستاری با سلام وتحیت فراوان

از محبت جنابعالی متشکرم این نوع نگارش وتحلیل حاصل 30 سال کوشش مداوم در تحقیق علم مفید و65 سال مطالعه مستمر در منابع گوناگون بنده است که مرا به خبره میان رشته ای تبدیل کرده است که این مطالب در وب سایت شخصی من آمده است لطفاً دراین مورد به سایت علم مفید بنده مراجعه فرمائید درایران نسبت به این دانش وفناوری های آن ها توجه لازم نشده واینک در استرالیا هستم واین رهیافت ها بیشتر مورد توجه است من حدود 100پروژه علم مفید را به استرالیا آورده وبا توجه به وعده هائی که دریکی از آکادامی با من شده است امید میرود بتوان دانشگاه علم مفید را در استرالیا تاسیس کرد تا خداوند متعال چه مقدر کند وفعلاً دراین کشور افامت دارم ،آینده دنیا د رکلیه رویکرد های استراتژیک ، دکترین ، بهره روی ، کارآفرینی ، اقتصاد ومسائل احتماعی – انسانی وسایر علوم وابسته ونیازمند به علم مفید است که 30 رساله من این موضوع عظیم را پشتیبانی می کند حیف ام می آید چرا از این منبع غنی که مشحون از آیات قرآنی ، تدبر در قرآن ، احادیت واحکام رسیده از معصومین (ع) ودانشمندان شرق وغرب عالم است درایران پیاده نشود خواهشمند هستم با دوستانتان یک گروه تشکیل دهید وبراساس پروژه های علم مفید که منافع دنیوی هم داشته واز رویکرد های علوم فیزیک ، میکانیک ، مهندسی ، فناوری ، پزشکی ، روانشناسی وغیره برخوردار است و کسب وکارهای جدید ایجاد کنید واگر مرتب بامن در تماس باشید گروه کار را برای رسیدن باین مقصود راهنمائی می کنم نوشته حاضر وصدها اثر دیگر اینجانب را بدوستان برسانید وفضا ایجاد کنید که خیر دنیا وآخرت در علم مفید است از لطفی که فرمودید متشکرم واگر سوالی باشد در خدمت هستم خداوند متعال یار ویاور شما باشد

استاد بزرگوار قطعا در این خصوص مطالعه بیشتری خواهم کرد و قطعا به دیگران توصیه می کنم بیشتر درباره اش بخوانند. صمیمانه می گویم، شما مرا بنده خویش ساختید (سخن حضرت علی علیه السلام) چرا که از وقتی این مقاله شما را خواندم، تا همین لحظه که می نویسم، ذهنم درگیر مطالب شماست.

سخنان شما نیز کاملا برحق است و امیدوارم جامعه ما نیز به چنین نگرشی دست یازد.

سپاس بیکران

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با سلام مجدد وتشکر فراوان

سعی بفرمائید دانشگاه را متوجه این مهم نموده ودرگیر مسائل اساسی علم مفید فرمائید

اگر زمانی درایران هستم آماده ام یک از رساله های خود را در دانشگاه شما ارائه دهم

از روی لیست رسالات در سایت تخصصی بنده ، رساله مورد نظر دانشگاه را انتخاب

کنید موفق باشید ارادتمند صانعی پور

 سلام وعرض ادب استاد خداقوت امیدوارم کارها مرتب وبروفق مراد باشد ممنون از مطالب ارزشمند  .دوستدار شما محمدرضا