

# CORPORATE AIKIDO

Unleash the Potential Within  
Your Company to Neutralize  
Competition and Seize Growth

ROBERT PINO

**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**

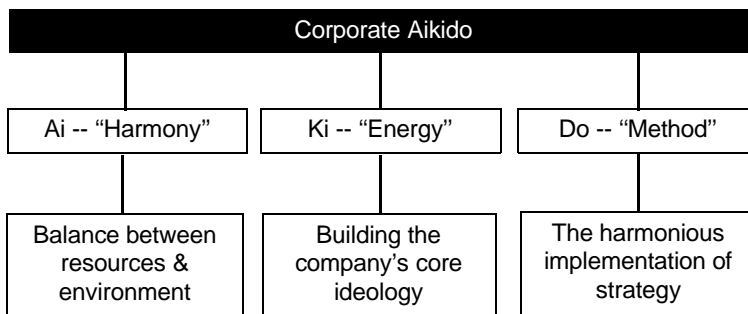
Aikido is a martial art based around the philosophy of winning without fighting and achieving victory over self first and foremost. The whole approach of aikido is to apply resources to building your own corporation's strengths rather than in responding to the competitive actions of other parties.

Corporate aikido takes these principles and applies them to business strategy. In practice, that means:

1. Creating a powerful vision for your organization.
2. Building and cultivating the inner strength of the organization.
3. Devising marketing plans which make competitor strengths redundant rather than attempting to meet them head on.
4. Finding effective ways to unleash and harness a balance of resources, positioning and purpose.

Instead of going to war against competitors, corporate aikido suggests an alternative, potentially more powerful alternative course.

Section 1 -- Aikido As A Metaphor For a Better Business Management Strategy . . . . . Page 2



The emphasis of corporate aikido is not to beat a competitor but to make their strengths redundant -- by changing the rules the business competes on.

Section 2 -- Ai = "Harmony" or "Coordination" . . . . . Page 3

An aikido based corporate strategy suggests doing it your own way will always produce greater long-term results than responding to the actions of a competitor. The central management issue of importance today is: How can we obtain insight into the future?

Forward looking vision is achieved and results are maximized when a balance is struck involving:

1. Mission -- the spirit of the company.
2. Strategy -- the mind of the company.
3. Organization -- the body of the company.

Section 3 -- Ki = "Spirit" or "Energy" . . . . . Page 5

When there is a perfect alignment between the people within a company and the corporation's mission, strategy and organization, synergy is created as an inner power than can fuel great achievements. Ki is this inner energy or creative power.

Ki in a corporate sense arises from:

1. A sense of purpose or vision.
2. Accumulated experiences, values and culture.
3. The interaction of people with the corporate infrastructure.

Corporate aikido may be considered to be the joint result of a simultaneous attack (Theory of the Competitive Attack) and defense (Theory of the Defensive Action).

Section 4 -- Do = "Way" or "Method" . . . . . Page 8

In applying corporate aikido, the way forward is marked out by trusting in your company's inner strengths and having the confidence that success and growth will follow naturally. In the real world, managers have to be simultaneous students and teachers. Ultimately, experience is always the most effective teacher.

Do, in a corporate aikido perspective, means:

1. Achieving a balance between strategy and implementation.
2. Utilizing core values.
3. Controlling competitive situations by neutralizing competitors.

In the final analysis, corporate aikido is not really about winning against a competitor -- only against yourself. Continuous improvement is the ultimate and continuing objective.

# 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

