VALUE STRATEGY

By Tale Skjølsvik

What if strategy began with a harder question: how can we unlock more value? In *Value Strategy*, Tale Skjølsvik offers a framework for rethinking the value an organization creates, the values that guide it, and the future it hopes to build. Drawing on management research and Nordic experience and cases, she brings customers, employees, partners, communities, and the environment into the same strategic conversation. The book combines a fresh argument with practical tools for leaders who want to make more deliberate, durable choices.

Tale Skjølsvik is a professor of technology leadership at Oslo Metropolitan University and a former vice dean for research and impact. She holds a PhD in strategic management from BI Norwegian Business School and studies strategy, knowledge-intensive services, and the digitalization of professional work. Her research has appeared in *California Management Review* and *Journal of Business Research*. She has also coauthored a business textbook and advised organizations as a consultant at Bain & Company and Gemini Consulting.

> **"Organizational strategy as we know it is failing. … In a fast-moving world of technological and social upheavals, we can go beyond conventional strategy-making and think more effectively about the role of values in value creation."**
> —William Fischer, Professor Emeritus, MIT Sloan School of Management

THE BOOK



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HOW TO ORDER

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Booksellers and event hosts: Contact Punctuation PR for ordering and event arrangements.

UPCOMING EVENTS

Nov. 16–17 | Helsinki: Book presentation at Hanken School of Economics.

Nov. 23 | Oslo: *Value Strategy* book launch at Litteraturhuset.

Please see www.valuestrategybook.com for an updated list of events.

AUTHOR AND BOOK RESOURCES

Book site: valuestrategybook.com (in development)
LinkedIn profile: www.linkedin.com/in/tale-skjolsvik
Academic profile: oslomet.no/en/about/employee/talesk/
Instagram: https://www.instagram.com/professortale/.

INSIDE THE BOOK

Strategy definition: Strategy as choice of focus and direction to create value in the longer term.

Value formulation: Define what value means, who receives it, and how it is created.

Value foundation: Examine the purpose and values behind an organization's choices.

Value destination: Articulate the utopian future an organization is working to create.

Tools for practice: Use the Value Disc and the book's reflective questions to surface assumptions and work through trade-offs to move from smart to wise strategy thinking and doing.

WHO THE BOOK IS FOR

- **Executives, board members, founders, and strategy teams** making consequential long-term choices.
- **Consultants and facilitator**s helping organizations define value across stakeholders.
- **Business school faculty, students, and executive education programs** connecting strategy theory with practice.

WHY IT MATTERS NOW

The Nordic moment: Norway's World Cup run has brought fresh attention to Nordic culture. What can its traditions of trust and cooperation teach organizations about creating value?

Beyond competition and customers. In making the leap to consider business ecosystems lies an enormous, untapped potential for value creation not only for investors and customers, but for all stakeholders.

What AI cannot decide: AI can help leaders anticipate what might happen. It cannot tell them which future is worth pursuing. The book puts human judgment about purpose and consequences back at the center of strategy.

When purpose meets practice: Values are easy to state and harder to act on. The book shows how purpose can shape priorities, choices, and the everyday work of an organization.

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