**Enterprise Strategy A Platform for Value Creation**

Companies create strategies at the enterprise level for a simple reason ­to drive value creation.  This session lays out the high level essence of an effective corporate strategy--defining the businesses we're in, creating a brand umbrella over those businesses, developing common financial systems and targeted investment/return metrics, developing a senior leadership talent pool, and developing common IT and operating processes.  We will discuss how an effective enterprise strategy can drive value creation by helping an organization to integrate around core value-driving processes while decentralizing business operations to the field.