

# *"The Hare and the Tortoise: The race is not to speedy"*



The Hare and the Tortoise. A story based on the most famous Aesop fable.  
Explained simply in Corporate strategy terms

*By Eleonora Escalante Strategy*

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## → **General Outline**

- I. Overture**
- II. Aesop Fable "The Hare and the Tortoise" described**
- III. Purpose, Philosophy, Rationale & Objectives of the saga**
- IV. What is time anyway?**
- V. Einstein thoughts about time**
- VI. The relative dimension of time**
- VII. Corporate Strategy in the context of time**
- VIII. Corporate Strategy dealings: START- RACING- GOAL**
- IX. START**
- X. RACING**
  - a. Growth**
  - b. Stability**
  - c. Retrenchment**
  - d. Establishing priorities: Portfolio Analysis**
- Corporate Parenting**

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- XI. GOAL**
- XII. How time affects Growth**
- XIII. How time affects Stability**
- XIV. How time affects Retrenchment**
- XV. How time affects Priorities**
- XVI. How time affects Corporate Parenting**
- XVII. Pace of racing explained**
  - a. Speedy but dangerous**
  - b. Napping**
  - c. Slowly but steady**
- XVIII. Setting the correct pace in Corporate Strategy**
- XIX. Connecting the dots between Aesop fable, time and corporate strategy**
- XX. Epilogue**

April 18th, 2021

