

# FOREWORD

Jim Collins coined the term BHAG (big hairy audacious goal) in *Built to Last – Successful Habits of Visionary Companies*<sup>1</sup> and then contextualised it in his iconic book, 'Good to great'. The concept is refreshingly simple. You need to understand

1. What you are deeply passionate about.
2. What you can be the best in the world at
3. What drives your economic engine

A good example of a BHAG is Boeing's goal to build the first commercial jet in the 1950s. At the time Boeing was a leading player in the military aircraft market. Commercial flying was in its infancy with little prospect of success. Boeing changed that and became a household name.

The BHAG is a strategic and long-term goal that is clear, easy to understand and audacious, yet achievable and exciting.

Chris McChesney, Sean Covey and Jim Huling coined the term WIG (Wildly important goals) in their book, *The*

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<sup>1</sup> Jim Collins, *Built to Last – Successful Habits of Visionary Companies* (Random House Business Books, 2001).

*4 Disciplines of Execution.*<sup>2</sup> A WIG is a tactical goal, it is short-term and focused. This is not as exciting as the BHAG but is essential in your day-to-day operations.

To put it in our terms, the MESSENGER will often declare and promote the BHAG and the ADMINISTRATOR will execute the WIG.<sup>3</sup>

The truth is that we are living in a rapidly changing world. Access to information is virtually unlimited, and the challenge now is not to get knowledge, but to filter, understand and apply what is relevant to you.

*Strategic Engagement: 3 Keys to Collective Success*,<sup>4</sup> the second book in the series has helped us understand the way people think, relate and accomplish tasks or goals.

This book is going to shed some light on the business – your organisation. First, you will see the big picture and then where each of us fits in. This is the essential next leg in our journey towards sustainable and profitable business improvement, our final destination.

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<sup>2</sup> Chris McChesney, Sean Covey and Jim Huling, *The 4 Disciplines of Execution, 2nd Edition* (Simon & Schuster UK Ltd, 2023).

<sup>3</sup> Gert Theron, *Strategic Moves: 3 Keys to Build a Thriving Organisation* (Reach Publishers, 2025).

<sup>4</sup> Gert Theron, *Strategic Engagement: 3 Keys to Collective Success* (Reach Publishers, 2025).



What does the MESSENGER see?

The MESSENGER clearly sees and communicates the end goal.



What does the ADMINISTRATOR do?

The ADMINISTRATOR translates the strategy into the day-to-day execution of the steps that transform the vision into reality.



What does the LEADER do?

The LEADER keeps the people focused and aimed in one direction. Very often it is the Leader that also assumes the roles of both the Messenger and Administrator.

To conclude, a healthy business starts with healthy people.  
STRATEGIC Moves provided the vision.  
STRATEGIC Engagement focused on us, the people.  
STRATEGIC Insight focuses on the business.