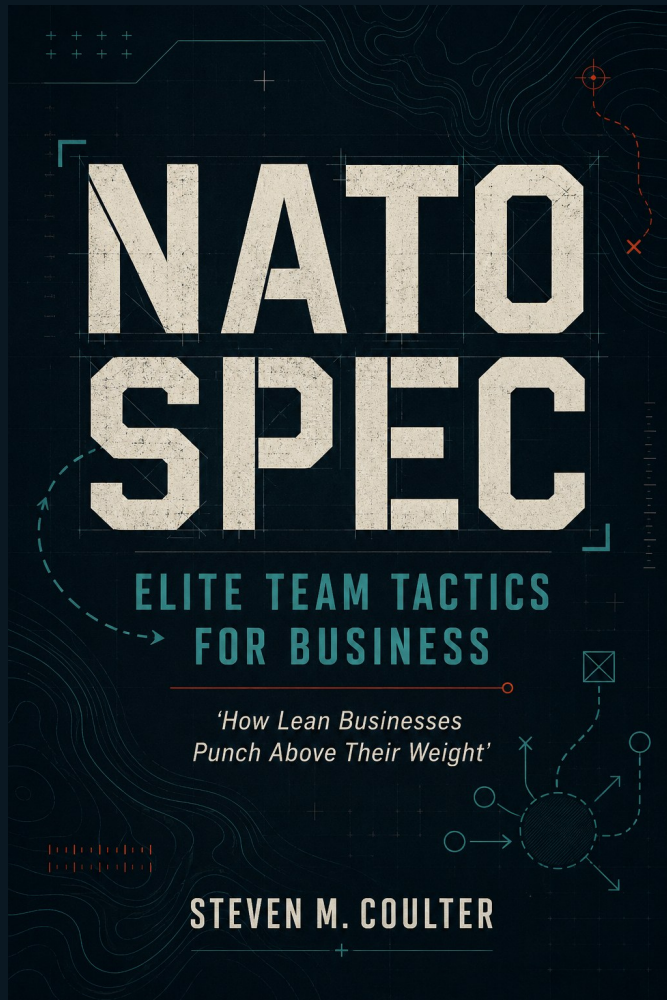




ELITE TEAM TACTICS FOR BUSINESS

How lean businesses punch above their weight.

Business is demanding, unpredictable and often unforgiving. The owners who last are not the ones with the biggest budgets. They make disciplined decisions, adapt fast and look after their people.

NATO SPEC takes the methods of special forces, emergency responders, scientific expeditions and elite sports coaches, and turns them into twelve practical drills for lean teams.

It is a manual to use, not just to read.

12

TACTICAL CHAPTERS

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SECTIONS

41

STEPS IN EVERY CHAPTER

Scarcity is the condition. Discipline is the method. Teamwork and empathy are the balance.

FROM THE MISSION BRIEF

WHAT IS INSIDE

I LOGISTICS & SURVIVAL

- 01 SUPPLY LINES *Cashflow*
- 02 FIELD CRAFT *Resource discipline*
- 03 RECON *Market intelligence*

III COMMUNICATION & COMMAND

- 07 CHAIN OF COMMAND *Decision hierarchies*
- 08 SIGNALS & CODES *Branding and messaging*
- 09 MORALE & DISCIPLINE *Company culture*

II STRATEGY & MANOEUVRE

- 04 FORCE MULTIPLIERS *Partnerships*
- 05 TACTICAL WITHDRAWALS *Cutting losses*
- 06 AMBUSH & SURPRISE *Creative positioning*

IV REFLECTION & ITERATION

- 10 AFTER-ACTION REVIEW *Post-project learning*
- 11 CAMOUFLAGE *Market adaptation*
- 12 RED TEAM *Challenge assumptions*

EVERY CHAPTER FOLLOWS THE SAME RHYTHM

BRIEFING

The challenge, set out through the military, emergency, expedition and sporting lens.

DOCTRINE

The core principle, with a critical thinking anchor and an ethical guardrail.

FIELD APPLICATION

Direct, actionable steps you can put to work this week.

DEBRIEF

The lessons condensed into a reference you can revisit.

WHO IT IS FOR

- Owners and managers of small and growing businesses
- Leaders who need tools now, not theory for later
- Teams that want to run lean without burning people out
- Larger firms looking to win back speed and agility

ABOUT THE AUTHOR

Steve Coulter is a business leader, writer and early adopter of digital technology with over three decades of experience across the automotive industry, digital marketing and business transformation.

He has led SME start-ups and £100M+ turnover OEM departments, and is also the author of *Ultimate GEO: A Guide to Generative Engine Optimisation*.