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**February 9th 2021: ENCORE X-Type Matrix:  
Strategic Goals into Tactical Projects (7)**

Why do some executives shake their heads in disgust at mention of the X-Type Matrix—while other sing its praises and credit it for not just saving their company but their jobs. The answer to the first: They were taught incorrectly and badly. The answer to the second: They were taught well. The X-Type Matrix is a single-author tool that allows the visual executive (YOU!) to translate, align, and integrate your company's vision, mission, and strategy into actionable, cross-functional goals, and projects. Listen this week as Gwendolyn Galsworth, visual expert and your host, defines the X-Type Mat

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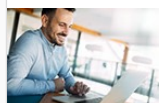
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