



Course Outline: STRATEGY WORKSHOP

Successful organisations agree upon and articulate their vision, mission or purpose, values and strategies so that all members of the organisation can 'own' the achievements of the organisation. Staff loyalty and 'ownership' is created by building a strategic framework which they understand and fully buy into.

I facilitate this one, two or three day strategy sessions for organisations and/or teams to define a new tailor-made strategic framework which initiates high performance behaviours in individuals and teams.

I ask powerful questions that lead to powerful insights and answers and I challenge ideas and beliefs, and makes valuable contributions and suggestions.

CURRENT WORLD-WIDE ECONOMIC CLIMATE

Companies need to develop urgent strategies which need to be executed by productive, competent teams who are well prepared because they have aligned goals and objectives and action plans for immediate execution.

I am an experienced, results-driven consultant, business coach and strategy facilitator. I have a **five step** approach when consulting with organisations on strategy:

1. Analysing:
 - a. Vision.
 - b. Mission / purpose.
 - c. Values and principles.
 - d. Culture.
 - e. Current state – including challenges and results.
 - f. Current strategy.
 - g. Resources.
 - h. Strengths, weaknesses, opportunities and threats.
 - i. Environmental scanning: a study and interpretation of the political, economic, social and technological events and trends which influence a business, an industry or even



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a total market. The factors which need to be considered for environmental scanning are events, trends, issues and expectations of the different interest groups.

- j. Communication.
2. Determining the future desired state with key role-players.
3. Gap Analysis (difference between current and desired states.)
4. Goals and objectives.
5. Action plans.

OUTCOMES OF STRATEGY WORKSHOP

DAY ONE:

A complete, clear and concise strategy (with specific goals and action plans) for the organisation – working with top management only.

DAY TWO:

Aligning and facilitating buy-in of the organisation's complete strategy to teams and all team members. All teams could attend this second day together or we can split the teams up if it is not possible for everyone to be out of the office on the same day. It is however preferable to have all the staff together on the second day as it creates great team spirit and cohesion.

I facilitate a process whereby individual team members write their own aligned goals and action plans for which they will be held accountable by their respective managers. This process ensures buy-in and commitment from individuals to accept responsibility for their contribution to their team's strategy which is fully aligned to the organisation's strategy.

DURATION

This is a two or three day programme – depending on the size of the organisation and the work that needs to be done.