



Strategy Development Introduction

In our fast-moving economic, social and political environment, a three-yearly strategic plan is no longer feasible. This session is designed to introduce CEOs, board members, senior managers and key staff to a framework which helps organisations develop strategy on an ongoing basis. Participants will learn how to clarify competitive advantage, develop criteria for evaluating strategies on an ongoing basis allowing them to respond to new opportunities quickly and confidently. Learn how to develop and test new strategies and continuously probe for new opportunities – not just every three years!

During this two-hour introductory session, learn why it is so important to make strategy development a part of your organisational culture and how to start doing this immediately.

What does this workshop cover?

- ❖ The principles of this strategic planning framework
- ❖ Learn the essential steps of the process
- ❖ An overview of the tools that will be used
- ❖ Understand roles and responsibilities
- ❖ Prepare to devise effective strategies in an ever-changing landscape

What is the process?

1. Two-hour introductory session precedes the workshop to help participants understand the principles behind the strategy development framework and prepare for the session
2. A strategy development group comprising employees from all levels of the organisation attend a full-day workshop (recommended 8 – 12 people including at least 2 board members, CEO, CFO, senior managers, managers/coordinators/team leaders, support workers/administrators)
3. All data collected during the full-day workshop will be presented to the organisation in electronic format. This can be used to form the basis of a strategic plan.

Two-Hour Introductory Session plus

Full-day workshop 8:30am-4:30pm

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