



Strategy Development Workshop

This full-day workshop is designed to help management committees, CEOs, senior managers and relevant organisational staff to develop strategy on an ongoing basis. It will help clarify your organisation's competitive advantages, develop criteria for evaluating strategies on an ongoing basis allowing you to respond to new opportunities quickly and confidently.

During this facilitated workshop you will learn how to analyse your current market position, develop and test new strategies and how to continuously probe for new opportunities. You will learn to make strategy development a part of your organisational culture.

What does this workshop cover?

- ❖ Clarify your business model
- ❖ Build awareness around the market you operate in and wish to serve
- ❖ Discover your competitive advantages
- ❖ Investigate the issues facing your organisation currently and in the near future
- ❖ Learn to create competitive advantage where none exists
- ❖ Strengthen competitive advantage where it already exists
- ❖ Discover how to deliver real value to the community
- ❖ Imagine new ways to develop both collaborative and competitive relationships

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 which may be necessary for funding bodies or grant applications.

Two-Hour Introductory Session plus

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

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