



## Strategy into Action

### Outline of the Programme

*“When it comes to desirable qualities in a leader ... the five that ranked the highest were knowledge of the business, strategy execution, good relationship building skills, customer knowledge and strategy development”.*

Institute for Corporate Productivity

To take the next career step into more senior leadership roles, the most commonly sought after attribute (and often the one most lacking) is the ability to take a strategic perspective.

Like the magicians Penn and Teller who do their magic tricks then show you how they're done. This programme takes you behind the scenes to identify the:

- Core questions that underpin the creation of strategies that deliver high value and lower cost.
- Tools that take you beyond a day-to-day operational focus and that inform a strategic, long term perspective.
- Language, tools and skills that will help you take your leadership and career to the next level - thereby increasing your attractiveness and effectiveness in more senior roles.

At every step of the process you will be exposed to a variety of tools, you will apply selected tools with your team, and you will get feedback and support from peers. This ensures the lessons stick and that you translate your ability to take a strategic view to real situations that add real value.

## Learning Outcomes.

At the end of the course you will be able to:

- Make robust strategic decisions.
- Articulate a clear picture of the desired outcomes for your team in the 3-5 year time horizon.
- Describe how your own team's strategy connects and contributes to the broader organisational strategy.
- Identify high potential growth and/or cost saving initiatives for the future.
- Be a more effective sounding board for others when making strategic decisions.

## Structure

Strategy into Action is a development process that spans 20 weeks. The combination of workshop input, time to apply and prepare, and peer and facilitator feedback ensures the tools are immediately applied to real situations and that a depth of learning occurs and is sustained.

Workshop One  
Strategic  
Analysis  
(1 day)



Workshop Two  
Where to Play  
(vidcon 3 hours)



Workshop Three  
How to Win  
(vidcon - 3 hours)



Facilitator  
Phone call



### Workshop One: Strategic Analysis

- Understanding the Core Strategic Tools and Questions that Underpin Effective Strategy
- Clarifying the Key External Drivers for Change
- Clarifying Your Team's Aspirations and Targets
- Making "Where to Play" Choices

### Workshop Two: Where to Play

- Peer and facilitator feedback on your "Where to Play" Choices
- Identifying Your Key Points of Differentiation (Customer Value Proposition).

### Workshop Three: How to Win

- Peer and facilitator feedback on your "How to Win" choices
- Converting strategic insight into action
- Your development next steps.