This programme is designed to help leaders, managers and technical experts to think strategically. It is a highly practical workshop and those attending will leave with a much greater understanding of the process and with a range of tools and techniques they can use at work.

**Objectives**
At the end of this programme, participants will:
- Be committed to taking an active role in developing successful strategies for the business
- Be able to use and apply the Strategic Map Model to structure the process
- Understand the components of building an effective strategic foundation that can provide the context for sound decisions
- Know how to develop a clear business strategy that is coherent and effective
- Be able to use a number of different strategic thinking tools to use and apply at work
- Have greater confidence in their ability to drive and/or contribute to the strategic agenda
- Have improved their capability in presenting a business case

**Style/structure**
This 2.5 day programme is based around the Strategic Map Model and is designed to be fast paced and practical. We will use a couple of short case studies to illustrate some of the ideas and concepts but we also encourage participants to arrive prepared to discuss their own business area and the very real challenges they face. We will explain models, tools and concepts and will encourage participants to apply them. It is common for participants to return to work with some great ideas and suggestions. We have developed a comprehensive workbook that contains a wealth of support material and we are happy to email all slides and documents so that these can be used locally.

**Who should attend?**
- Executives, leaders and managers who have a key role in developing a business strategy
- Executives, leaders and managers in support functions who need to work alongside the business and add value
- Leaders, managers and technical experts who are expected to support or contribute to the strategy of their organisation
- The programme can be customised to enable a leadership team to attend together and they can learn whilst making real progress on their strategy

The Strategic Map model is set out on the next page. This programme focuses on the strategic foundation and business strategy parts of this model.
Strategic Map Model

- **internal Analysis**
  - business strengths & weaknesses
  - Ansoff matrix
  - distinctive competencies
  - market attractiveness

- **vision mission values**

- **external analysis**
  - opportunities & threats
  - industry analysis
  - customer analysis
  - competitor analysis

- **SWOT analysis**

- **strategic direction**

- **Strategic Foundation**

- **people strategy**

- **product & investment strategy**

- **customer strategy**

- **organisation design & systems strategy**

- **communication & marketing strategy**

- **Business Strategy**

- **financial plan**

- **Plan**

- **planning document**

- **embedding the change**

- **managing performance**

- **Strategic Leadership**

- **leading the change**

- **Results**

- **growth - profit - market share - performance - customer feedback - balanced scorecard**

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PROGRAMME OUTLINE

CONTEXT
Why strategy matters? The strengths and potential shortcomings of the process

EXECUTIVE PRESENCE
Building executive presence and how strategic thinking builds your profile and competence as a leader

THE STRATEGIC MAP
How to structure the process. We use a short case study to illustrate the components of an effective plan. We then apply the model to successful businesses to show how it works in practice

INTERNAL ANALYSIS
Use and application of the Ansoff matrix to clarify the products/markets; understanding core competence and business strengths; using MAF analysis to identify priority investment areas. Participants work through these models in teams to apply them to a specific business area

EXTERNAL ANALYSIS
Tools to capture data on the business environment including five forces analysis and pest analysis. This data is compared to the data captured from internal analysis to create a robust SWOT analysis to summarise the current business position

STRATEGIC FOUNDATION
Understanding vision, mission and values. We consolidate the outputs of internal and external analysis into a meaningful statement of intent

PRESENTATION
Working in teams, participants prepare and present the first part of a business plan

BUSINESS SIMULATION
We use a short business simulation to demonstrate the components of business strategy and how these are interconnected. Participants attempt to grow profit and revenues in a small but challenging business

BUSINESS STRATEGY
We work through the key components of the map model to bring key decisions to life. We provide short tutorial sessions on customer focus, investment strategies, people, development, marketing and organisation strategy

PRESENTATION
Teams present a final plan and receive feedback

SUMMARY
We summarise the learning outcomes and challenge participants to commit to local actions as a result of attending
Our Team

Our team are highly experienced having worked on strategy and leadership with a wide variety of blue chip organisations. Our recent clients include:


We have developed many tools and techniques to support our work including:

The Strategic Map Model
We use this to structure our strategic thinking sessions

The Executive Presence Model
A tool that we use to facilitate objective discussions around this complex topic

The Challenge & Insight Portfolio
Practical tools for experienced and occasional coaches to help take coaching to another level

The Change Leadership Model
To help people think through change and engagement plans

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