

Strategy Development Workshop

Market, channel or customer

What's it about During this consultancy workshop delegates will not only be taught how to design a robust strategy paper, but a robust strategy paper will actually be delivered at the end of the two days on a specific strategy topic of your business's choosing

Objectives / Outcomes

- Teach participants how to design robust strategy
- Deliver a robust strategy paper on a specific topic of the customer's choosing
- Drive commitment through cross functional agreement and debate

Approach The programme is very interactive, the Blueprint Consultant will lead the group through a tried and tested strategy development process and will be prepared to challenge the status quo. The workshop is tough, but very robust and practical. At the end of the workshop the group will have produced a full strategy paper that can be implemented with confidence

Target Audience

Primary Audience: Sales Managers, NAMS, NAEs, ADMs, ADEs, RSM's, Mktg Depts, Purchasing Depts

Secondary Audience: Sales Directors, Marketing Directors, Purchasing

A senior to middle management team who can effect change. Ideally cross functional and relevant to the strategy being developed

Programme overview

Preparation: There is some required preparation in advance of the workshop for both your business delegates and the Blueprint Consultant. This preparation centres on knowledge. We would ask each delegate to be allocated one of the 7 C's of knowledge to refresh. This way we have a resident expert on most topics during the workshop

Workshop: The Consultant will lead the group through the following stages of the strategy development:

- Scope
- Ground Rules
- Vision
- Full Analysis on Customer, Finance, Operations and People
- Identifying strategic themes
- Establishing strategies
- Populating 'Strategies' with 'Actions'
- Populating 'Actions' with 'Tactics'
- Signing off the paper amongst the group

Logistics

2 day face to face workshop

Maximum number of participants for class: Ideally no more than 12