

Driving Strategy

This engaging one-day workshop is designed to give senior-level teams the mindset, skills and tools to embrace and execute their role to drive strategy.

Learning Outcomes

- List the six strategic thinking skills and their relevance to your role
- Gain a broad understanding of how organizations are structured
- Describe the key financial metrics within your organization and your role in affecting the metrics
- Define the three value disciplines that companies consider when pursuing market leadership and the implications for your organization
- Analyze various strategic persuasion channels and how to leverage them when dealing with key stakeholders
- Identify the four intrinsic motivation drivers and how leaders can impact them

Program Flow

Welcome

Introduction
Learning objectives

Strategic Thinking

Strategic thinking
assessment
Six strategic thinking skills
Reframing
Causation and correlation
Stakeholder strategy
Activity: Individual
Application
Strategic disciplines

Paths to Market Leadership

Operational excellence
Customer intimacy
Product leadership
Three focusing disciplines
Activity: Value Disciplines

The Numbers

Knowing our business
Knowing our perspectives
Knowing our numbers

Strategic Persuasion

Influence
Adam case study
Six influence channels

Motivation and Engagement

Law of the hog
Intrinsic and extrinsic
motivation
Four intrinsic drivers

Communication

Heard or understood
TLC
Activity: Go Figure

Workshop Close

Workshop evaluation