

Strategy Workshop

Shape your future with Blue Ocean Innovation



In this workshop the senior team from an organization reviews strategic issues and generates plans to implement new visions and strategies. Existing approaches are challenged and the team develops fresh ideas and ways forward. The workshop's content and length (typically two days) are tailored to your specific requirements.

Topics can include:

- Ø Current situation analysis
- Ø Values, Vision, Purpose
- Ø Strategic goals and direction
- Ø What is impeding us from achieving the goals?
- Ø Creative idea generation for options
- Ø Blue Ocean methods for strategic differentiation
- Ø Future scenario envisioning
- Ø Action plan for progress

The workshop is ideal for teams of directors who want to take a fresh approach to strategic issues. It can unblock the strategic planning process and release fresh ideas and a clear sense of direction.

During the course the participants will:

- Ø Agree common direction and goals
- Ø Review alternative strategies
- Ø Generate creative solutions for specific business issues
- Ø Use Blue Ocean methods to identify new strategic opportunities
- Ø Practise and learn creative team techniques
- Ø Agree implementation actions

The workshop is run by Paul Sloane, author of *The Innovative Leader* and many other books and articles on leadership and innovation. He is a renowned speaker and skilled course facilitator. He was with IBM for 11 years in Manufacturing, Sales and Marketing. He became Managing Director of Ashton-Tate, VP International for MathSoft Inc. and CEO of Monactive. Clients for his workshops include American Express, Amdocs, Experian, Microsoft, Motorola, Nationwide Building Society, Reckitt Benckiser and Shell. The Blue Ocean methods are based on the book by Kim and Mauborgne.



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