

Strategy into Action - Facilitating Your Strategy

A successful strategy can only be judged by the quality of its implementation: anything else is just making excuses. So as well as making the right decisions to achieve growth, your business must also have the ability to build alignment across the key players, inside and outside the organisation, and develop a high level of commitment to 'making it happen'.

INSIGHT's approach is to help turn your strategy into action through a process of inquiry, challenge and commitment.

Who will this event benefit?

These facilitated workshops are designed for senior managers involved in the generation, evaluation, and implementation of business or functional strategy.

What will you gain?

As a result of attending these sessions, you and your team will:

- Consider a range of insights and perspectives on your chosen strategy
- Be able to agree the strategic direction for your business/function
- Identify the key drivers for the growth/success of your business/function
- Build commitment to the strategy and ensure alignment across all those involved in its implementation
- Understand the challenge of the 'change and transformation' required for the successful implementation of the strategy
- Develop an action plan for those changes

What the programme involves:

Through the use of different perspectives, you will be encouraged to view your current and future strategy afresh, as a prologue to ensuring the necessary commitment and alignment is achieved. In particular, the programme focuses on the change and transformation required to achieve the goals of your strategy.

Some recent applications of this workshop have involved:

- Assessing growth strategies
- Building share in mature markets
- Seeking and building commercial alliances
- Managing global alliances
- Consideration of growth opportunities in emerging markets
- Developing new product strategies
- Organisational change

