

The way that 'experts' tend to talk about strategy - as if it is some kind of high-brain scientific methodology - feels really off to me. In real life, strategy is actually very straightforward...
You pick a general direction - and you implement like hell!
Jack Welch. retired CEO of GE

Strategy De-Mystified

Strategy, as we can see from the Jack Welch quote above, is frequently over complicated by rigorous rules and processes that rarely lead to a workable plan, yet frequently result in stalled change efforts and unpleasant surprises along the way.

This 1 Day program takes participants through the VSTAR model, leading to a solid understanding of strategic principles, options and some fantastic tools. It will also provide the opportunity to put in place a strategic framework for what it is they are seeking to achieve.

Objectives:

On completion of this program Participants will be able to:

- Understand the VSTAR Process
 - ➔ Vision
 - ➔ Strategy
 - ➔ Tactics
 - ➔ Actions
 - ➔ Reports
- Assess the current reality in a purely objective manner (where are we now)
- Complete a strategic analysis including
 - audit phase (where are we now and where do we want to be)
 - strategic phase (how will we get there)
 - operational phase (who will do what, by when)
- Apply the 5 slide strategic thinking process used by GE
- Consider a range of strategic options based on varying conditions
- Use differentiation as a means to gain strategic advantage
- Understand defensive, offensive, development and elimination strategies
- Evaluate risk and use powerful analysis tools to make strategic decisions
- Understand how to work with planning groups, applying group techniques to move forward
- Produce a workable Action plan for a real project or a hypothetical situation they wish to use

Duration: 1 Day

