

How to Build and Execute an Effective Strategy

Course Agenda



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Day 1 Agenda

09:00	Welcome and Introductions Jon Andrew, Course Director
09:15	Key constituents of a business strategy
09:45	The difference between a good strategy and a weak one and how to spot the difference
10:15	Demystifying the main concepts portrayed in signature strategic texts
11:15	Break
11:30	Case study examples of effective strategies (e.g. North West Airlines, Apple, IKEA)
12:30	Lunch
13:30	The key steps to building a strategy
14:15	Start with Why
15:30	Start again with who - the Importance of getting management right (Seats on the bus etc)
16:30	Case study on getting management right
17:00	End of day one Drinks Reception

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Day 2 Agenda

09:00	Recap
09:20	Shaping the vision - where are you trying to get to?
10:00	The concept of Blue Ocean Strategy (Yellowtail, Cirque de Soleil)
11:00	Competitive and customer positioning - Building your value landscape
12:00	Case study on your value landscape
13:00	Lunch
13:45	Building your bridge to exit value
14:30	Red team exercise to identify risks
15:45	Break
16:00	Linking strategy to the value creation plan
16:30	Turning strategy into action
17:00	Course summary and close