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## Strategic Execution

### Creating Value and Differentiation: The Strategic Business Plan

#### Workshop Overview

*Creating Value and Differentiation: the Strategic Business Plan* is the first of two workshops aimed at helping companies develop powerful strategic plans and effectively execute them. This workshop introduces a process for developing powerful strategic plans. It addresses many of the common issues facing companies who attempt to develop meaningful strategic plans. Throughout the day the managers will be developing a trial strategic plan for their company, building on the concepts and tools presented in the workshop.

#### Workshop Objectives

1. Managers understand the role of a strategic plan in the performance of a company.
2. Managers understand what makes a strategic plan powerful through creating value and differentiation.
3. Managers understand a general process and timeline for developing a powerful strategic plan.
4. Managers have insights into the general problems faced by companies as they develop strategic plans and ways these problems can be mitigated.

#### Take-Home Value for Managers and Their Company

1. Managers are equipped to develop a powerful strategic plan for their company and evaluate the strengths and weaknesses of the company's current strategic plan, if it has one.
2. Managers are able to establish a process and timeline for creating and updating the company's strategic plan.
3. Managers will have started the actual planning process. They are clear on what is required to complete a powerful strategic plan, and they are ready to move into action immediately after the workshop.

#### Time Frame

1 day

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### **Post-Workshop Coaching**

Steve Dudley Associates is committed to the successful application of our workshop materials. We offer one-on-one coaching as a value-added option for each of our workshops. Please click on the “Coaching” tab to see a description of our workshop follow-up coaching program.

*Workshop: Creating Value and Differentiation*

Recommended coaching sessions: 2 to 4

Suggested areas of coaching support:

- After managers have experienced the company developing a strategy for creating value and differentiation, we help individual managers follow a similar process for creating value and differentiation with regards to the stakeholders of their departments and teams.

### **Group Facilitation**

We assist in identifying the macro and micro environmental and competitive conditions that will inform the company’s strategy and assist management teams in developing value-creating strategies using this information.