

# STRATEGY GENERATION WORKSHOP

A Facilitated Strategic Planning and Learning Workshop



Strategy  
Generation  
Company

*The best way to learn how to develop your product or business strategy is to just start building it!*

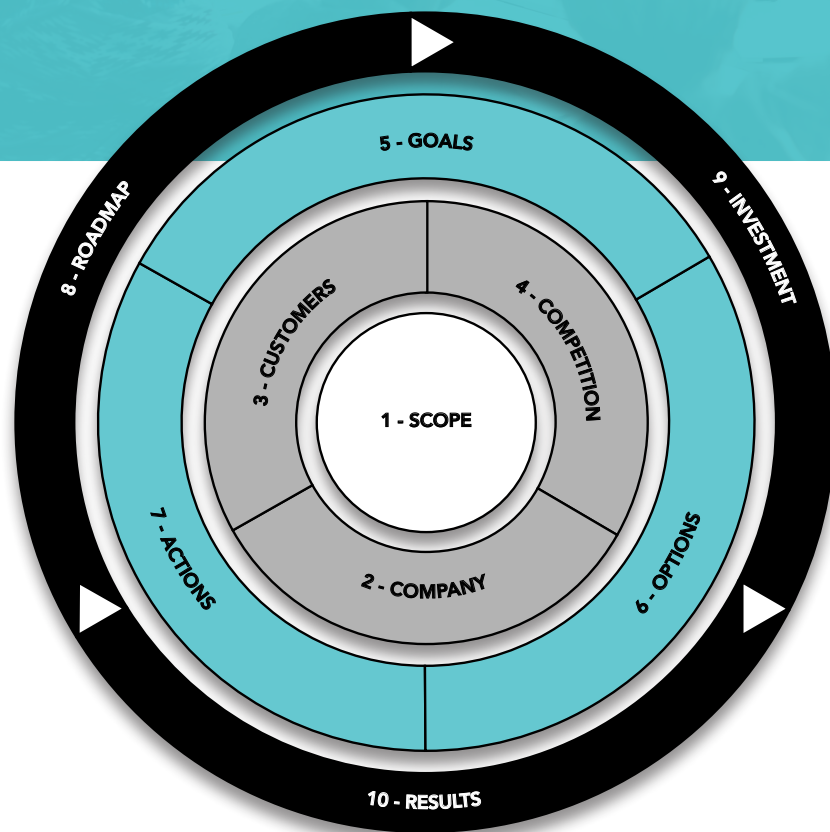
Our Strategy Generation Workshop steps participants through the strategy development process with a unique combination of learning and doing.

Participants join the workshop in teams, with each team being responsible for a specific product or portfolio that's in need of a strategy. Throughout the workshop, participants are taught each step of the strategy development process, and are led through a series of coached exercises that they apply to their own products in real time. Teams come out of the workshop with a draft of their strategic plans that they can continue to work on and bring to life after the workshop has concluded.



## WHO IS IT FOR?

Product Managers  
Product Leaders  
Business Leaders



## OUR FRAMEWORK

Our training is designed around a simple framework that features four separate "layers" of strategy development work:



Context



Analysis



Planning



Execution

## WORKSHOP CONTENTS

### CONTEXT

- **Scope** – Business Description and Vision

### ANALYSIS

- **Company** – Business and Company Analysis
- **Customers** – Market and Customer Analysis
- **Competition** – Industry and Competitor Analysis

### PLANNING

- **Goals** – Goals and Measurable Objectives
- **Options** – Strategic Choices and SWOT
- **Actions** – Strategic Themes and Key Initiatives

### EXECUTION

- **Roadmap** – Tactical Activities and Timeline
- **Investment** – Required Strategic Investments
- **Results** – Projected Strategic Results

## WORKSHOP INFORMATION

### FORMAT

- 12 hours of live virtual instruction delivered over 3 half-day sessions
- Designed for between 8 and 12 participants
- Teams work on their own pre-chosen products and portfolios
- **Customized versions also available**

### MATERIALS

- Digital workbook and framework
- Access to our **Strategy Generation Toolkit**

### CONTENT BREAKDOWN

- ~55% Group Instruction
- ~45% Exercises and Discussion

## OUR TRAINING PROGRAMS

### STRATEGIC PLANNING WORKSHOPS



Strategy  
Generation



Business Case  
Development



Go-To-Market  
Planning



Life Cycle  
Planning

### STRATEGIC SKILL DEVELOPMENT



Strategic  
Thinking



Strategic  
Leadership



Strategic  
Storytelling



Voice Of  
Customer



Strategy  
Generation  
Company

Strategy Generation Company offers training, coaching, and inspiration for product and business leaders.

We focus on helping both groups and individuals tap into their own creativity, generate new strategic ideas, and develop the basic skills needed to succeed in strategic business environments. Contact us today to learn more!