

BUSINESS STRATEGY GENERATION

Develop a Strategy for Your Business or Business Function



Strategy
Generation
Company

Does your company or business function suffer from short-term thinking or a lack of clear focus?

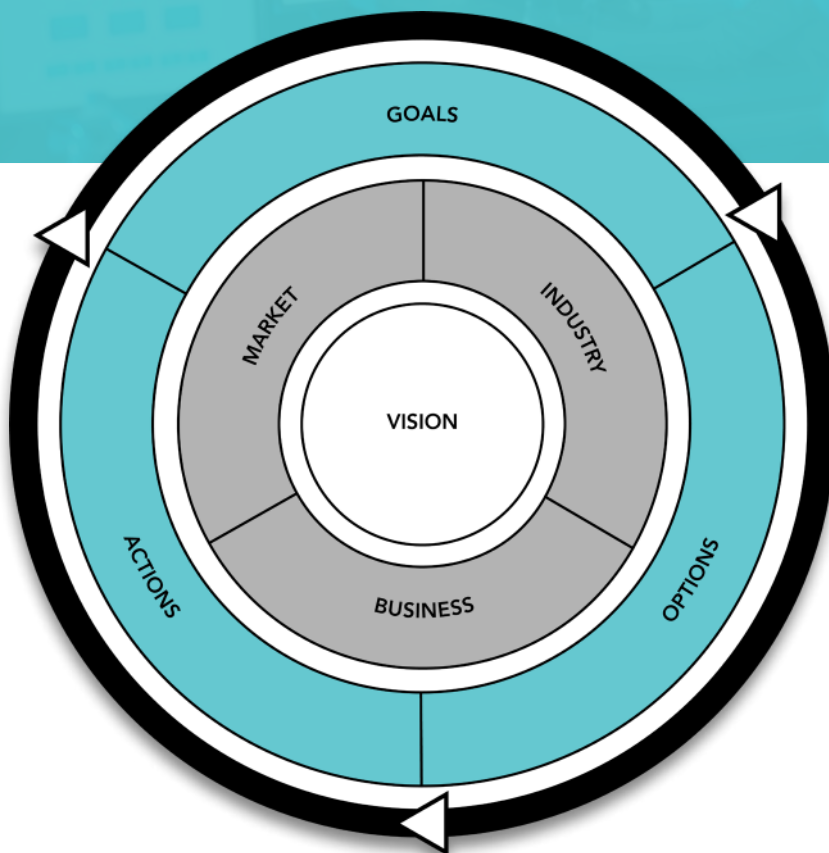
As your business grows, it becomes exceedingly difficult to align everyone around a common goal and a common longer-term plan. Few business leaders feel that they need strategy training, but even fewer have formal strategies that are communicated to their teams on a regular basis.

Our Business Strategy Generation program is specifically targeted at helping business managers and leaders develop strategies for the companies, business units, or business functions that they lead. The overall goal is to establish a long-term plan that can be easily communicated to your team, ensuring that everyone is on the same page as your business continues to grow.



WHO IS IT FOR?

Business Managers
and
Business Leaders



OUR FRAMEWORK

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



Vision



Analysis



Planning



Execution

WORKSHOP CONTENTS

ANALYSIS CYCLE

- Business – Analyze Your Company
- Market – Analyze Your Customers
- Industry – Analyze Your Competition

PLANNING CYCLE

- Goals – Plan Your Goals and Objectives
- Options – Plan Your Strategic Choices
- Actions – Plan Your Initiatives and Tactics

EXECUTION CYCLE

- Investment – Choose Your Investments
- Results – Measure Your Performance

FINAL WORK PROJECT

- Develop Your Strategic Story and Presentation

WORKSHOP OPTIONS

☑ ONSITE VERSION

- Designed for Teams of 10 or More
- One 2.5-Day Onsite Workshop
- Optional 60-Minute Remote Coaching Sessions

☑ REMOTE VERSION

- Designed for Teams of 10 or More
- Four Separate 5-Hour Facilitated Virtual Sessions
- Optional 60-Minute Remote Coaching Sessions

WHAT YOU WILL RECEIVE

- Course Workbook and Framework
- Access to Our Premium **Strategy Generation Toolkit**

OUR PRODUCTS AND SERVICES

STRATEGY WORKSHOPS



Product Strategy Generation



Business Strategy Generation

SKILLS WORKSHOPS



Strategy Skills Workshop



Presentation Skills Workshop



Leadership Skills Workshop



Business Creativity Workshop

ONLINE COURSES*



Product and Portfolio Strategy



Conscious Business Strategy



Small Business Strategy



Personal and Career Strategy

STRATEGY COACHING



Strategy Assessments



Strategy Development



Strategy
Generation
Company

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

We focus on helping both companies 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 find out how you can bring your company's strategy development skills to the next level!