

# BUSINESS STRATEGY GENERATION

Develop a Strategy for Your Business or Business Function



Strategy  
Generation  
Company

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

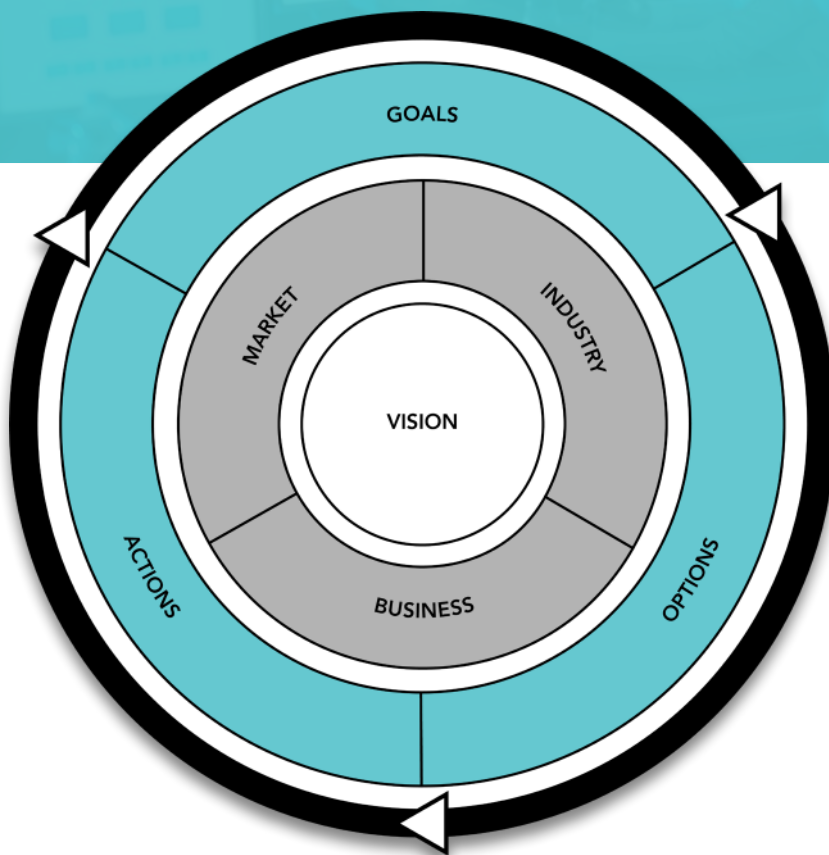
As your business grows, it becomes exceedingly difficult to align everyone around a common goal and a common longer-term plan. Few business leaders feel that they need strategy training, but even fewer have formal strategies that are communicated to their teams on a regular basis.

Our Business Strategy Generation program is specifically targeted at helping managers and leaders develop strategies for the business units or business functions that they oversee. 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 three distinct “cycles” of strategy development work:



The Analysis Cycle



The Planning Cycle



The Execution Cycle

## 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
- Tracking – Monitor Your Progress
- Results – Measure Your Performance

### FINAL WORK PROJECT

- Develop Your Strategic Story and Presentation

## WORKSHOP OPTIONS

### ONSITE VERSION

- Designed for Teams of 10 or More
- 2-Day Onsite Workshop
- Optional 1-Hour Remote Coaching Sessions

### ONLINE VERSION

- Designed for Teams of 10 or More
- Four ½-Day Remote Instructor-Led Sessions
- Optional 1-Hour Remote Coaching Sessions

## WHAT YOU WILL RECEIVE

- Course Workbook and Framework
- Strategy Generation Toolkit
- Summary Strategy Report Card \*

*\* For participants of Remote Coaching Sessions*

## OUR CORE STRATEGY WORKSHOPS



**PRODUCT STRATEGY  
GENERATION**



**MARKETING STRATEGY  
GENERATION**



**BUSINESS STRATEGY  
GENERATION**



**Strategy  
Generation  
Company**

Strategy Generation Company focuses on teaching managers and leaders how to tap into their own creativity, generate new strategic ideas, and learn the basic skills needed to succeed in strategic business environments.

We offer onsite and online training and services for product managers, marketing managers, and business leaders. Contact us to find out how you can bring your company's strategy development skills to the next level!