

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?

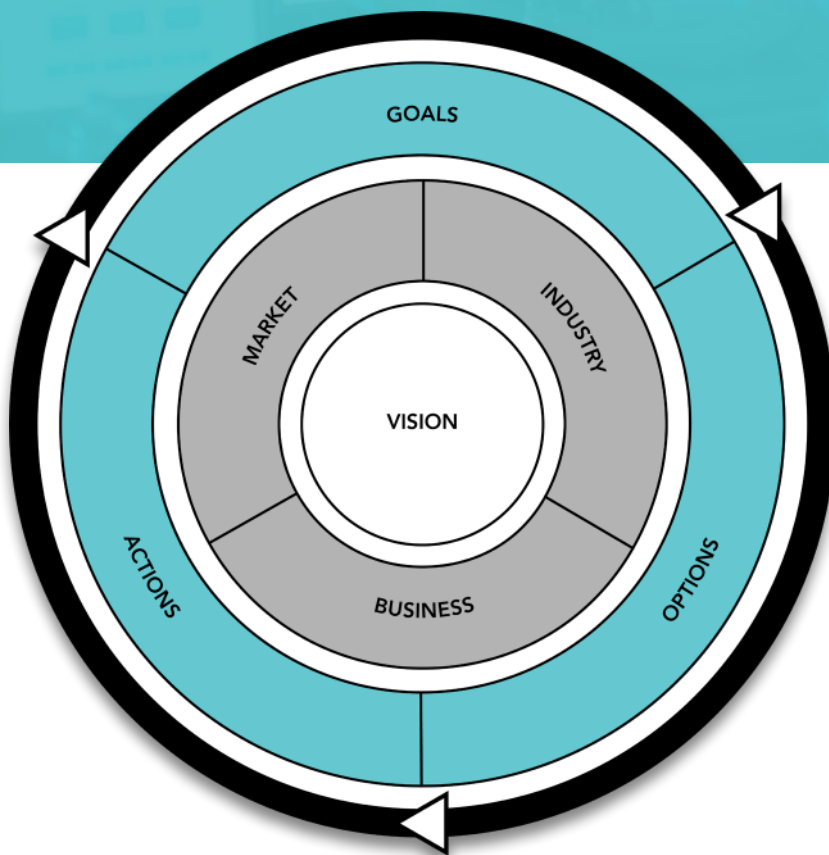
As your business grows, it becomes exceedingly difficult to align everyone around a common goal and a common longer-term plan. Few business leaders feel that they need strategy training, but even fewer have formal strategies that are communicated to their teams on a regular basis.

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 Actions

EXECUTION CYCLE

- Investment – Outline Your Investments
- Tracking – Monitor Your Progress
- Results – Measure Your Results

FINAL WORK PROJECT

- Develop Your Strategic Story and Presentation

WORKSHOP OPTIONS

ONSITE VERSION

- 2-Day Onsite Workshop
- Optional 1-Hour Remote Coaching Sessions and Assessment of Final Plan

WHAT YOU WILL RECEIVE

- Course Workbook and Framework
- Access to Strategy Generation Tools

OUR PROJECT-BASED STRATEGY TRAINING PROGRAMS



**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 workshops for product managers, marketing managers, and business managers. Contact us to find out how you can bring your company's strategy development skills to the next level!