

MARKETING STRATEGY GENERATION

Develop Strategies for Your Key Customer Segments



Strategy
Generation
Company

Does your company have clear marketing strategies that align with your product and business strategies?

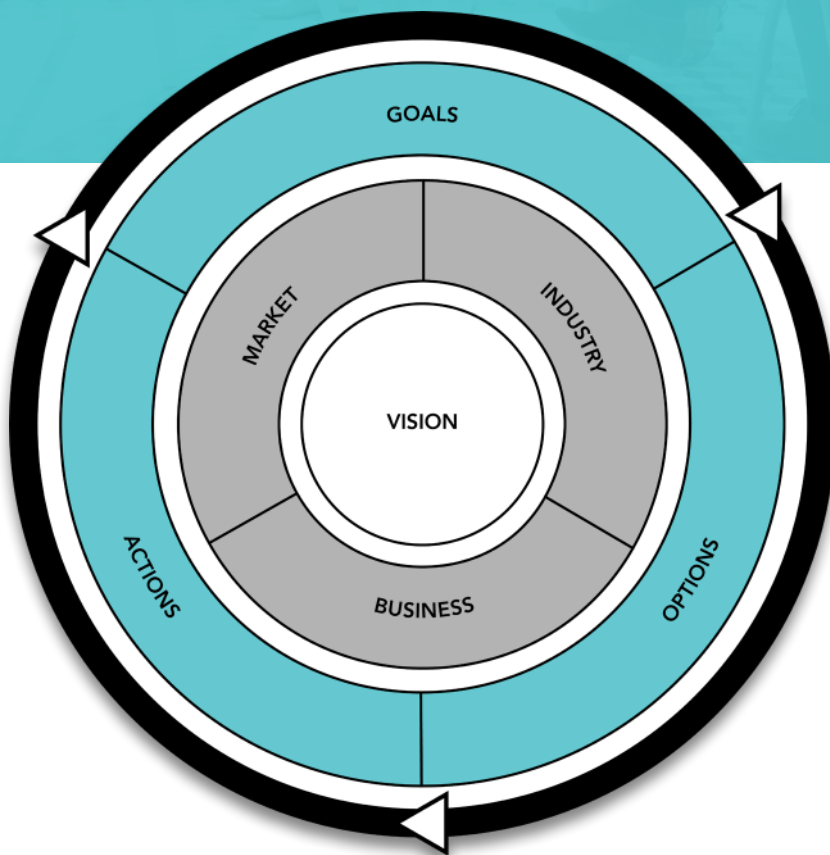
Product management has product strategies and business units have business strategies. But what about marketing? How does this integral function fit into the bigger strategic picture?

Whether you are responsible for marketing communications or a specific vertical market team, it is imperative that you have a clear marketing strategy that aligns with both your overall corporate strategy as well as any product or portfolio strategies that may exist within your business. Our Marketing Strategy Generation program helps you accomplish both of these goals, ensuring that clear marketing strategies not only exist, but that they also co-exist with the other key strategies in your business.



WHO IS IT FOR?

Marketing Managers
and
Market 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 CORE STRATEGY TRAINING PROGRAMS



**PRODUCT STRATEGY
GENERATION**



**MARKETING STRATEGY
GENERATION**



**BUSINESS STRATEGY
GENERATION**



**Strategy
Generation
Company**

Strategy Generation Company focuses on teaching strategy creators how to tap into their own creativity, generate new strategic ideas, and learn the basic business skills needed to build uniquely differentiated strategic plans.

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!