



Collaborative Strategy Making

7 September 2017

@ IoD Scotland, 10 Charlotte Square, Edinburgh, EH2 4DR

The Workshop

Despite the broadly accepted legacy of strategy implementation failures organisations tend to persist with relatively unchanged strategy practices (Failure Rates - 45% EIU 2013, 90% Forbes 2012, 59% Journal of Management & Organization 2015). Most firms formulate strategy without making full use of available stakeholder expertise or gathering the best knowledge base for decisions instead opting for what has 'worked before' as defined by a relatively small number of dominant individuals.

This one-day workshop (9-5) will provide insights into the political and social processes at play within strategy-making and enable you to utilise a practical, technology-based strategy process which addresses the root causes of strategy failure. The workshop will use a blend of theory, group work and practical exercises to support participants in the design and delivery of a highly inclusive strategy process to improve strategic performance.

Workshop Content

- Identify issues that may lead to strategy execution failures within the strategy planning process.
- Establish broader perspectives and understanding of social and political processes within organisational strategy through theory and short case-studies.
- Learn a technology-based strategy process that can be used from the top of the organisation downwards or bottom-up to improve strategic performance
- Build strategy plans that are explicitly connected into specific organisational issues, challenges and opportunities.
- Practice facilitation approaches that improve the focus and efficiency of management group sessions.

Workshop Benefits

You will build skills and confidence in the development of new strategic options and plans that resonate with broader trends towards inclusion, building of hyperawareness and organisational agility. These approaches will help you shape more transparent, open strategic practices without interrupting organisational hierarchy by supporting the creation of strategy that is engaging rather than imposing.

All participants will receive a programme booklet with the slide deck from the day, learning outcomes from group working, further reading and examples, and method guides to aid post-programme application of learning.

Who Should Attend

Anyone currently in or aiming for, a leadership positions with responsibilities for identifying and sponsoring strategic initiatives, setting organisational direction and allocating resources.



Inspiring business
Scotland

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Workshop Tutor

Costs

- IoD members' early booking rate - £310 available online @ IoD.com
- IoD Members- £345 plus VAT
- Non IoD Members - £395 plus VAT

Collaborative Strategy Making – Delegate Details				No places
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Company:				
Address:		Postcode		
Tel:		Email:		
Special dietary / access requirements:				
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Post your form to the address below or email to director.scotland@iod.com