

STRATEGY- PLAYING TO WIN FRAMEWORK

1 day training

OVERVIEW

Strategy is about making choices and increasing your odds of success.

It is rather rare for a team of top executive to agree on a common formulation of “what our customers really need” and even so when asked “which business are we really in?”

Defining our “Where to play” and “How to win” is critical to any successful strategy.

Where to play includes which geography, products, customers and channels used to get our offering to market.

Put into practice, it can keep your organization ahead of the innovation curve by:

- Aligning your Organization to a common goal/aspiration.
- Deciding on the Right Strategy to play in order to Win



OUTLINE

This Highly Strategic training will give your organization a common level of understanding of the Strategy Framework approach and tools. It will be divided in 4 parts:

- 1. The Strategy Cascade and the Playing to Win VS Playing to Play strategies**
- 2. Defining a Strategic Problem and Strategic Choices**
- 3. Co-creative workshop to ideate possible solutions and possibilities for each choice, that meet customer’s needs and are feasible for your organization to deliver.**
- 4. Specify conditions that must be true for each possibility & Design prototyping solutions to mitigate risks and ensure market success.**

WHAT MAKES IT DIFFERENT?



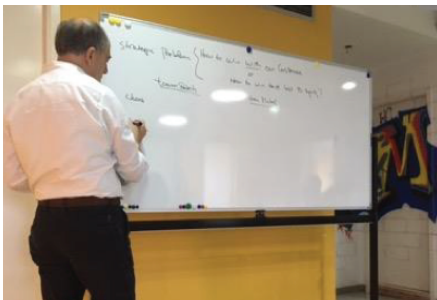
The methodology this session follows is a **hands-on 'Learning-by-Doing'**, technique.

It's a project-based, team-facilitated learning; Engaging in projects provides a much richer learning experience than listening to a "talking head" does.

As such, our bias is to provide limited scaffolding to allow participants to do, and then to facilitate a reflection that invites the participants themselves to extract the meaningful learning opportunities from the experience. It's an overall playful process, but it's serious fun; fun that yields seriously impactful insights.

WHAT WILL YOU LEARN?

- The Right way to analyze your Current Strategy
- A new way to framing the problems
- A Framework to define your new differentiated Strategy
- A toolkit to assess your Choices and test them



WHAT WILL YOU LEAVE WITH?

- Frameworks and activities that you can practice with your team
- Confidence in your ability to be innovative
- Experience with new ways of working and collaborating in cross-disciplinary teams
- An appreciation of the power of building empathy for users - from internal staff to customers
- A copy of the slides presented
- A token of participation
- The potential of the team or organization, unlocked!

WHO SHOULD ATTEND?

Anyone with a curious mind and a desire to innovate and learn new ways of overcoming business challenges, including but not limited to managers and supervisors of their teams in all departments of the organization; especially operations, marketing, customer care, business development, sales and HR.

TRAINING PARTICIPANTS

This training module is designed for a team of 15-20 participants.