



brook

corporate developments

We collaborate and create sustainable outcomes for your business to develop and grow

Course Overview:

Strategic
Planning and
Implementation





A process to help your business establish a strategic growth plan using visual planning tools, establishing priority strategic tasks and delivering on them as a senior leadership team.

Content:

Delegates will receive a systemised, facilitated approach to developing a business growth strategy in a strongly participative way using visual planning tools.

The result will be a 'visual strategy', which can be shared with the workforce and stakeholders, underpinned by a robust implementation plan with key targets and delegated actions.

Elements of activity will include:

- **Business Visioning**

Establishing the start point for your journey, content will include:

- Current business position
- Stakeholders requirements
- Resources and capability
- Markets and competition
- Financial needs and resources

- **Strategic Development Plan - The 'Brook Compass'**

Using the 'Brook Compass' visual planning template to develop a forward plan for the business, content will include:

- Establishing the 'vectors for success'
- Determining the start points for the influencing vectors
- Measurable strategic targets
- Tasks to make it happen

- **Route Planner**

A simple plan to make sure your journey will succeed, content will include:

- Prioritising the 'game changing' components
- Breaking these down into clear 'do-able' tasks
- Assigning owners to the tasks
- Setting measures of success and time-frames
- Consolidating these into a clear visual delivery plan
- Establishing methodology to keep moving on the journey

- **Action Planning**

Breaking down each of the 'route planner' tasks into a team responsibility to give ownership and involvement beyond the top team.

Content will include:

- Establishing individual component delivery action plans
- Supporting 'action owners' to lead and deliver

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- **Guiding the team on the journey**

Facilitation to make sure that you keep on track for the rest of your growth journey.

Content will include;

- Periodic check to see if you are on target
- Help to overcome blocking factors.

Further content will also be included and delivered progressively using feedback from the learners, and their developing understanding. This will include specific assignments drawn from, and adding benefit to their organisation and further one- to -one learning content informed by any knowledge gaps or weaknesses in knowledge of any individuals in the cohort.

Format of Delivery

We start with a number of intensive, facilitated team sessions with the senior team of the organisation to establish consensus on the current business position and growth intent. Initial assumptions will be discussed and challenged to establish a robust start point.

Further team sessions will be held to develop a growth vision with targets and highlighting strategic tasks to implement this.

This will be followed by team agreement to identify priority tasks and assigning a lead team member for each with measurable time bound targets.

Subsequent support would involve both team and individuals to facilitate and drive implementation of the business strategy.

Delivery will be on business premises or digitally via Zoom.

Duration of Delivery

The delivery will be bespoke to the business with delivery sessions dictated by participant availability recognising their commitments to ongoing management of the business.

Business Benefits

The work will establish a visual strategic growth plan for the business in a practical, hands on way to produce business growth and profitability by overcoming any immediate obstacles and supporting implementation to ensure maximum results.

The training will increase knowledge, skills and capability of individuals in relation to the core capabilities that their respective roles require to help drive growth and change in the business.

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