

Setting Strategic Direction

in focus
MAGNIFYING POTENTIAL



Why?

You want to learn and be able to apply the tools and techniques of Strategic leadership
You want to be able to set a clear and thoroughly considered vision for your business
You are tired of not understanding how the day to day fits into the bigger picture
You want to review where you are now and determine what works and what doesn't
You want to establish what success means
You want to be clear where you are heading

What?

At each stage in our career something different is being demanded from us. One day you are busy being accountable for your own daily output and the next you find yourself leading a division or a team or a business and the kind of thinking you were using yesterday is outmoded. It takes a broad style of thinking to set strategy, analyse the risks both near and far and communicate that vision in a way that people want to collaborate with you to achieve it. Setting Strategic Direction is designed to facilitate your thinking to the next level and leave you with a clear idea of where you are heading.

We will explore:

- **Strategic development framework** – understanding the terminology
- **The far environment:** Understanding external factors: Political, Economic, Social, Technological, Economic and Legal (PESTEL) analysis
- **The near environment:** Porters' Five Forces, The Boston Consulting Group Matrix
- **Customer trends**
- **Competitor analysis**
- The marketing mix
- Creating a dynamic **SWOT**
- **Strategy creation**
- McKinsey's 7S and the implications for strategy
- Action planning

How?

2 day programme for between 8-12 people
Seminar for up to 50 people

This is highly interactive, practical and inspiring workshop which uses pertinent exercises and a chance to practice to ensure that Participants leave with a clear strategic direction.

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