



# Why Attend this Masterclass?

Why do so many companies struggle to get things done and achieve their strategic goals?

This two-day Workshop will reveal what must be done to make your company's strategy work. It will open up new possibilities and business benefits for you and your organisation: better strategic outcomes, higher returns, improved team morale and industry leadership. Through a series of case studies from consumer products, energy, financial services, technology and supply chain industries, and government agencies, you will learn how to design better strategies and execute them more efficiently and effectively.

It is a high-level, intensive and interactive programme that will move rapidly. Participants will have the opportunity to interact extensively and share their own ideas together during this Masterclass.

## Course Overview

The course objective is to answer five key questions about how to win through superior strategy design and execution:

1. Is your strategic plan the right one?
2. Does your company have an organisation model for efficient and effective execution?
3. How should execution be coordinated and controlled?
4. Are your people and culture aligned to the strategy?
5. What must the leadership team do to guide the execution?

## Learning Outcomes

By attending this course, participants will acquire the fundamental skills to:

- Develop better business strategies
  - Know the key differences between a good strategy and a bad strategy
  - Understand that Strategy starts with identifying changes ahead
  - Recognise capital investment decisions as the centre pivot of strategy
- Design the right organisation model for efficient and effective execution of the strategy
  - Know the four fundamental organisations structures, their advantages and disadvantages, and when each should be deployed
  - Understand the use of a matrix organization, and its three basic forms
  - Realise that companies need to change their structure over time, and how they transition successfully
- Coordinate and control more effectively the strategy and its execution
  - Understand how to use the six levers of control to ensure robust coordination: management attention, leveraged resources and cost, coordination and integration, specialisation, control and accountability, learning and motivation
  - Appreciate the capabilities that produce improvements in execution
  - Know how supply chain planning can achieve a whole outcome, end to end, joining businesses and geographic units
- Achieve the support of people, culture and leadership in strategy development and execution
  - Understand the importance of selecting, motivating, and rewarding people to drive strategic outcomes
  - Know how to overcome the cultural processes leading to bad strategy and failures of execution
  - Appreciate the six catalysts for a successful strategic change management programme
  - Know the Leader's essential behaviors to drive successful strategy execution.

### **Learning Methodology**

A combination of the following learning approaches will be used:

- Direct teaching
- Case studies
- Group discussions
- Presentations.

### **Target Audience**

C-Suite executives, General Managers of Business Units, Functional Unit Managers from Finance, Marketing, Operations, R&D, IT and Human Resources; Senior business and financial analysts.

### **To find out more about this program**

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