

**Workshop**

# **Developing A Strategic Plan**

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- + Strategy audit
- + Identify new opportunities for growth
- + Create a focused plan to deliver change

**Waking Giants.**

# Strategy is only as good as its alignment towards the right outcome.

**Our strategy development workshop is a framework to realise the potential you already have within your business and strategy.**

This facilitated workshop will uncover what is right in front of you and challenge the status quo. Even if it is to bench test the current situation, fresh eyes and robust conversation can yield surprising results.

## Who is the workshop for?

For founders leading a growing and evolving business that is not the same as it was when you started. Its time to dust off the strategic plan, test it against your current reality and look to the future.

This workshop is about taking time out to reconnect with whats important to you and where you are going as a business.

## The Workshop

### STEP ONE: Current Status

To know where you are is to understand how you get to where you want to be.

- + Top-level business audit over 10 key areas
- + Parking lot of gaps identified over 6 pillars

### STEP TWO: Discovery

Looking at the current status and parking lot we look at the key areas of Leadership, Culture, Strategy, Branding, Growth and Execution. The goal is to uncover top level patterns that require attention.

- + Open discussion and documentation

*\*All insights shared will be in the strictest of confidence. We will advise if there is any conflict of interest with other parties.*

### STEP THREE: Mapping Your Business Foundation

Clarity of your business foundation will allow key stakeholders to drive consistent performance throughout the business and map against key KPIs.

- + Core customer
- + Core products
- + Brand promise
- + Differentiating activities
- + 10X-factor
- + BHAG
- + Values & Purpose
- + 1 year, 3 year goals and key priorities

### STEP FOUR: Mapping Actions

Having challenged where you are currently at, now you need to map where your weighting lies in terms of your 90 day plan. The goal is not to attack everything, but to identify where the most important areas are to focus on.

- + Key 6 pillars weighting and focus on key actions
- + 30/60/90 day action planning.

### Outcomes

You will complete the full day session with a series of documents and insights that will allow you to create a pathway forward. There will be areas that require time and effort beyond the workshop. The key to this session is uncovering and understanding to then go on and solve through your actions as a team.\*

### Added benefit

As part of your workshop output you will receive a FREE 6 month membership of [findthegaps.com](https://findthegaps.com) leadership community.

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