WINNING STRATEGY WORKSHOP

The Journey towards Strategic Clarity

By walking through each step of our program, your organization will journey through the Strategic Choice Cascade with precision, clarity, and confidence. Our methodical approach ensures that each choice made resonates with the preceding and subsequent steps, ensuring a harmonious and integrated Strategic Plan. The deliverables at each stage, from the Business Model Roadmap to the visual Strategy Map, to a detailed Action Plan, provide tangible tools for monitoring and achieving strategic milestones.

In essence, our program is not just a pathway but a journey towards strategic mastery, ensuring your organization not only navigates the complexities of today's market but thrives amidst them, achieving your winning aspirations and attaining unparalleled success. Embark on this journey with us and let's co-create a future of strategic excellence and sustained growth for your organization.

This program uses the **Strategic Choice Cascade** as a structure and guide for positioning the tools and techniques of formulating an expansive strategy for your business.

1. Winning Aspiration

OUTLINE:

- **Challenge**: The management team is not always totally aligned to their collective future.
- **Activity**: The management team expresses their ambition to achieve. A meeting of minds sets the tone for the workshop and provides clarity for strategic and operational thinking.
- **Deliverable**: A short statement of what "winning" means to the management team and the company - where do we want to be, by when.
- **Benefit**: Provides clear direction and guides decisions. It defines the "why" of the business growth strategy.

2. Competitive Market Positioning (Where to play)
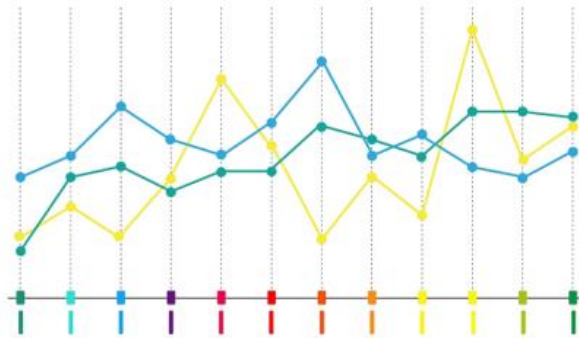
OUTLINE:

- **Challenge**: It is difficult to gain insight and clearly understand the competitors' strategies, and to define a **unique value proposition**
- **Activity**: We identify the **Customer Success Factors** for our current and future customer segments (CSF: The reasons why customers prefer a service or product above other options in the market). We then map the CSFs against the competition and against our own offering to customers. Lastly, we map a unique and differentiated customer offer using a visual Value Curve
- **Deliverable**: A 1-page **Customer-Competition Value Curve** compares the company's value propositions to that of the competition and the industry
- **Benefit**: The Value Curve helps to understand competitors' strategies and defining a unique value proposition for the business. It defines "where" the business will compete and against "who".
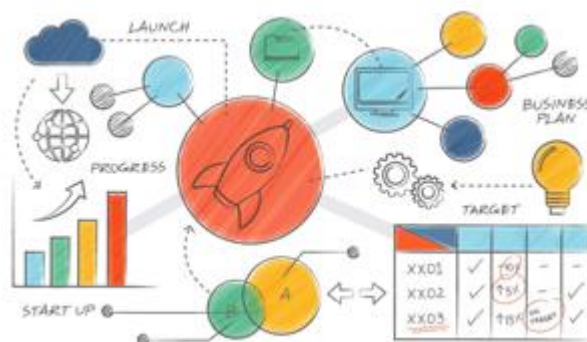
3. Business Model Roadmap (How to win)

OUTLINE:

- **Challenge**: How should the business change or evolve to reach the Winning Aspiration, considering the Competitive Market Positioning.
- **Activity**: We start by mapping the Current Business Model and an envisioned Future Business Model (The Blueprint for your business). We then fill the gap between these two endpoints by identifying milestones and mapping Business Models for each milestone.
- **Deliverable**: A roadmap in the form of a 1-pager, detailing how the current business model evolve over time.
- **Benefit**: The Business Model Roadmap provides visibility and clarity on how the business/company will change over time to achieve the Winning Aspiration. It also sets milestones for tracking progress.

4. Strategy Map (What to achieve)

OUTLINE:

- **Challenge**: What should be done to move from the Current Situation towards the First Milestone for implementing the Business Model Roadmap.
- **Activity**: We identify key objectives and map the relationships between objectives, because achieving some objectives will make it easier to achieve other objectives.
- **Deliverable**: A 1-page visual Strategy Map that display all the key objectives and the relationships between these objectives.
- **Benefit**: The Strategy Map displays visually the alignment of objectives across different organizational perspectives. It clarifies the "what" needs to be achieved to reach the first milestone in the Roadmap.

5. Action Plan (Who do what, when)

OUTLINE:

- **Challenge**: Who should do what, and by when to achieve the objectives of the Strategy Map.
- **Activity**: Identify key role-players and allocate objectives for implementing the Strategy. Objective Owners then set Key Results to be achieved within agreed time frames.
- **Deliverable**: Each Objective Owner has a set of key results that should be achieved.
- **Benefit**: The Action Plan sets out individual responsibilities.

About The Facilitator

Gerrit Botha, Director and Co-Founder of the CEO Business Club, has had a distinguished consulting, business, and academic career that spans more than 40 years. Experience includes practicing five professions, in roles such as overseeing an accounting department, leading an internal audit team, conducting external computer and value-for-money/performance audits, creating over 30 business cases/ feasibility studies for an international bank, collaborating with a global consulting firm on business restructuring, and serving as the chief enterprise architect for a prominent South African enterprise.

Gerrit's achievements in entrepreneurship and business are equally commendable, marked by numerous innovations, ventures, and affiliations with both startup and expanding companies. He provides counsel and advice on company growth strategies, business strategy development, organizational restructuring, business model innovation, enterprise architecture and governance, fundraising, and financial engineering.

A certified computer auditor, Gerrit holds an MBA with first-class honours from the University of Pretoria's Business School (now GIBS). Received best MBA student award in subject Business Strategy / Business Administration. He has authored several academic articles, some of which have been featured in international journals. He has several years of lecturing experience on MBA and other master's programs and has supervised/co-supervised numerous M and D students to the successful completion of their degrees. His community service activities include leadership development for Rotary International and deployment and implementation of e-learning solutions.

Links:

1. See this document online:

    https://sway.cloud.microsoft/wvsPFFNgxBPax8bF?ref=Link