

# Strategy workshop process

## 1. Preparation for the workshop

- What are the greatest successes your business has had?
- What is your business' ambition over three years?
- And ten years?
- What behaviours are valued in your business?
- What are the biggest external influences on your business?
- What are the biggest internal influences on your business?
- What is not happening that should be happening?

***“A simple and straight forward process to give direction and align your team”***  
*- Dale Williams*



## 2. The workshop

- Objectives
- Challenges
- Explicit choices
- Way forward
- Milestones
- Responsibilities
- Enabling the environment
- Communicating

## 3. Post workshop

- Purpose is clear (the why)
- Direction described
- Building staff alignment
- Getting momentum for the strategy
- Follow up