



“Advisory Works have moved us beyond business as usual.”

PHILIP ROYDS
MANAGING DIRECTOR OF LINK ENGINE MANAGEMENT

Advisory.
Works[®] Strategic
Execution
Partners

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Strategic Execution Partners _____

STRATEGIC PLANNING PROGRAMME

Strategy is not an accounting exercise; It's a Leadership exercise in getting everyone on the same page.

SIMPLIFYING BUSINESS

STRATEGIC PLANNING PROGRAMME

Advisory Works[®]

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As a business owner, we understand that you want less complexity and better results in your business.

Our One Page Strategic Plan is developed through extensive research, and delivers this complex task with simplicity and clarity.

Strategy is all about getting clear on where you want to go and how you're going to get there. Over the last two decades we have developed a strategic planning process based on world-class research and the latest thinking that is recognized by our clients and leading academics as one of the best strategic frameworks in the world. We will show you how to achieve your company's Vision and execute your Strategy – NOT through screeds of complex, academic and ineffective documentation, but through a practical, simple and achievable framework that is proven to deliver results.

What will I do in the Strategic Planning Workshop? Over one to two days, depending on the size of your business and team, we will take you through a carefully guided, inspiring and interactive process to really understand your business and create your strategic plan, all on one page. It will include:

VISION

- Developing a long term vision of what your business will look like in the future
- Understanding your transformational purpose
- Setting a winning aspiration (your vision statement)
- Developing your cultural values

STRATEGY

Develop where you are going to play and how you are going to win, including:

- Porters analysis of your sector trends
- Analysis of the business environment
- Understand your generic strategy/value differentiation
- Develop your target market
- Develop Brand Anchors and Brand Promise
- Understand where your geographic location(s) will be in 3-5 years
- Understand the key capabilities your business needs
- Understand the key systems and processes to consistently deliver
- Develop strategic goals for your business in the next 3-5 years
- Key numerical targets to track your strategy

CURRENT YEAR

- Understand your strengths, weaknesses, opportunities and threats (SWOT)
- Develop 1 Year Strategic Objectives
- Develop 90 Day Strategic Action Priorities
- Understand the tempo and communications to make strategy execution happen
- Quarterly Reviews to check in on execution and to set the next 90 Day Action Priorities

If you'd like an outstanding Strategy for your business that will drive your business and engage your people then contact us now. We'd love to help.