

STRATEGY WORKSHOP Toolkit



How to 'herd wild cats' and create breakthrough strategies

PAUL CHRISTODOULOU

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Top-down strategy is no longer appropriate in decentralised organisations. Strategy is now more 'middle-up', created by senior managers via intense, workshop-based initiatives.

But running strategy workshops can be challenging. They require careful preparation and imaginative orchestration so that facts, experience and gut-feel merge to create innovative strategic concepts. Furthermore, high political stakes can make these critical events feel like herding wild cats. Badly run workshops can result in frustration and strategic paralysis. Well-run workshops can result in fresh ideas, joined-up thinking, a motivated team and, ultimately, significant business benefits.

This book provides a practical toolkit to assist the strategy leader in planning and executing successful strategy workshops.

The toolkit comprises...

- 5 Strategy Success Stories
- 16 Golden Rules
- 4 Model Workshop Formats
- 6 Creative Techniques for Workshops
- 6 Evaluation Techniques for Workshops
- 7 Workshop Essentials
- 190 Practical Tips

... a wonderful guide for anyone wanting to do meaningful strategy work in today's business culture

Rod Skewes, US Heavy Equipment Manufacturer

... an inspiration to trying this collaborative approach to strategy development

Phil Hanson, IBM Consulting

The author...

Paul Christodoulou has over 20 years' experience as a strategy leader working in international business. His core passion is designing and facilitating strategy projects involving senior teams and using strategy workshops as the key building blocks.

The Wild Cats



Lion
Project Sponsor



Tiger
Enforcer



Cheetah
Pace Setter



Panther
Politician



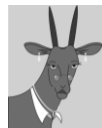
Leopard
Avoider



Wild Dog
Project Leader



Hyena
Corporate Influencer



Antelope
Project Analyst

Other
Jungle
Animals

... a really practical guide on how to galvanise an organization to articulate and execute key strategies for the future

Chris Woodbridge, Sealed Air



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