

Analysis of key factors and efficiency in strategic workshops

Dr Yujin Jeong

yujinjeong312@gmail.com

This project aims to explore and analyse key factors and efficiency of strategic workshops in different cultures and organisation through statistical analysis using survey, interviews, and real observations. It enables to extract the key factors that make workshop delegates (especially engineers) participate and present their opinions more actively during strategic workshops.

Motivation

- Differences in personality and culture affect strategy establishment
- Engineers differ from non-engineers on personality traits
- National culture influence the interpretation and response to strategic issues
- Poor integration between engineering and management lead to conflict

Aims and approach

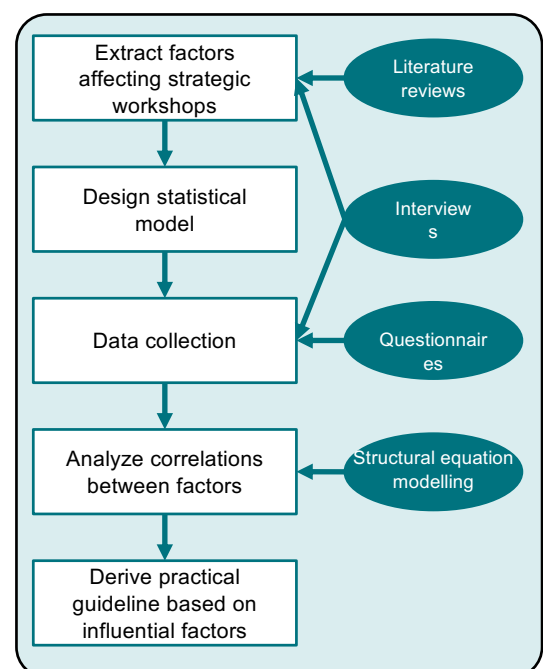
- Explore key factors and efficiency in strategic workshop
- Discover the most influential factors to participant's attitude by Structural Equation modelling
- Find what make engineers present their opinions actively in workshop

Expected outputs

- A summary report for observations and survey
- A guideline for stimulating engineers in workshops

Expected future work

- A Improve questionnaire
- Add variables related to video conference



- Stimulate workshop delegates (especially engineers)
- Support how to design strategic workshops to maximize effectiveness