

# Strategy Busting Workshop Series



## Session 1: “Industry Strategy”

Session one will be a high level view of your industry, the key trends that are reshaping your marketplace, and the unique activities you can undertake to create and maintain a competitive advantage. We’ll engage your team in exercises to expose the biggest game changing opportunities and to explore the most pertinent questions that apply to your unique situation. You and your team will clarify your core economic engine and determine its direction and potential for long term success.

## Session 2: “Company Strategy”

Session two will guide you down one of several paths to growth. Will you maximize your core business? Will you grow through acquisitions and adjacent opportunities? Will you create a disruptive innovator strategy and carve out a new market? Will you tune up your business model and create even more differentiation? Will you exit a shrinking market entirely? These big moves are the essence of positioning your company to win.

## Session 3: “Business Strategy”

Session three incorporates the vital few initiatives from the first sessions along with an execution plan for the year. These initiatives and their champions will be captured, monitored, and managed by plugging them into a two page Vision / Traction Organizer to ensure everyone in your company knows what is important and how they are contributing to your plan. We’ll refer to and sometimes drill into the “Entrepreneurial Operating System” described in the book Traction and use it as a roadmap to insure your organization stays on track.

**July 17, August 21 & September 25, 2018**  
**Midland Hills Country Club**  
**8 am - 12:00 noon**

