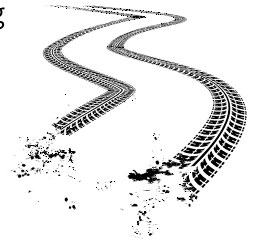


STRATEGY BUSTING WORKSHOP SERIES



A strategy can be described as the linked set of activities that position your organization to enjoy sustainable market beating returns.

Strategy Busting will help you see the biggest forces shaping your marketplace so you can best leverage your offering assets and capabilities.



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.

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 road map to insure your organization stays on track.

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

EXECUTION PLANNING

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

July 19

August 16

September 20

Midland Hills Country Club

2001 Fulham St., Roseville MN 55113

8:00 am – 12:00 noon

Breakfast included