



# 2025 Business Academy Workshops

## 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 • JULY 15

#### 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 • AUG. 19

#### 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 • SEPT. 16

#### EXECUTION PLANNING

Session Three incorporates the vital few initiatives into a three-year Strategy Map to help you see the interplay of your strategic themes. We then prioritize your initiatives and generate an execution

### SESSION 3 (Cont.)

plan for the year. These initiatives and their champions will be captured, monitored, and managed by plugging them into a Vision/Traction Organizer, so we can break them down into 30, 60, and 90-day goals.

**July 15, 2025**

**August 19, 2025**

**September 16, 2025**

**8:00 am – 12:00 noon**

**Midland Hills Country Club**

2001 Fulham St., Roseville MN 55113

Breakfast included

**RSVP to this email to save your seats**

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