

# 10 Key Things When Running Strategy Workshops

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## Prepare, prepare, prepare

Create a clear idea of what you want your outcomes to be from this workshop. Set a clear purpose, engage with your key stakeholders early, have a clear vision of how the workshop will run.

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## Run a Tight Ship

Know what you want your outcomes to be, have strong governance, a fixed scope and provide all appropriate resources.

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## Keep it clear

Keep your process and your content as clear as possible.

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## Engage and Inform Your Participants Ahead of Time

What do they think are their key strategic challenges? What pre-reading/pre-work do they need to be able to make an informed and significant contribution? Set your expectations early so everyone knows how the day will progress and what will be asked of them.

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## Let discussion flow

Don't fill all your time with content - allow time for free-flowing relevant conversations.

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## Set Expectations Early

Too many participants may make decision-making unwieldy, too few may mean a lack of expertise, buy-in and commitment to your outcomes. Select the right mix of people

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## Understand the Value of Data and Analysis

Leverage robust data and analysis to build an evidence base and reference point when engaging in strategic discussions. But a clear watch out - don't let yourselves get bogged down in the detail!

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## Know How to Guide Discussion

Know when to intervene during discussions to maximise engagement and productivity. Make sure that you're getting the best out of all your participants, including those who may not be as comfortable speaking up.

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## Plan a Strong Conclusion and Next Steps

Close with a sense of clarity and a clear purpose. Then turn to: What are the next steps? Who is responsible for them? How will we measure success? How and to whom will we communicate our outputs?

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## Engage an external facilitator

There is significant value in using an external facilitator with specific knowledge of strategy planning and facilitation, who can ensure everyone contributes, and steer discussions and thinking so that you land on the best path forward.

### Why Choose Quest?

- We know that every workshop needs to be unique and tailored to your needs - there is no one-size-fits-all solution. We will design and execute what is best for your needs.
- We match the best facilitator for the situation so that you can get the benefit of their relevant industry knowledge and their excellent facilitation skills.
- We believe in engaging people from start to finish - our unique processes put people at the heart of our workshops, which in turn builds enduring commitment.
- We have unique expertise in specialised strategy workshops such as translating strategic ambitions into an actionable 'plan on a page' (Strategy into Action™) and preparing for changes in your competitive landscape (War Gaming), making us unique in the field.
- We have access to cutting edge technology and proprietary tools that help us drive outstanding and useful outputs that will endure. Our QWIP polling technology, combined with our methodologies, help us drive discussion and debate in a way that optimizes participation and desired outcomes.