

STRETCH STRATEGIC BOOTCAMP

STRATEGY *IN MOTION*™



1 LISTEN AND LEARN

- » Complete strategic assessment
- » Understand stakeholder goals
- » Listen to employees and customers
- » Analyze external environment

2 PLAN DEVELOPMENT

- » Define desired state
- » Prioritize SWOT
- » Determine strategic choices
- » Define strategic priorities

3 IMPLEMENTATION

- » Create scorecards and plans
- » Update structure
- » Link to teams
- » Communicate to organization

4 STRATEGIC MANAGEMENT

- » "Look up" monthly
- » Assess quarterly
- » Update annually
- » Invest in training

BENEFITS OF STRATEGY

- Companies with a strategy are **12% more profitable**, and 70% of companies with a strategy **outperform their competition** (Achieve).
- Companies who have used the *Strategy In Motion*™ process, along with support from Darcy, are **2.2 times more successful at Implementation**.
- Most companies fail at execution; less than 15% of strategic goals are implemented. The key is "First Who, then What." **This training helps bring strategy "alive"** in your company.

“Thank you Darcy! This training was like drinking from a fire hose but I left with helpful tools to move forward.

Market Segment Leader, Packaging Company



LISTEN AND LEARN CONTENT

- First Who, then What. Identify who should be on the strategic team and how to manage team dynamics.
- The key roles in a strategic planning process, including the “strategic” process owner.
- The difference between an Internal and External Analysis.
- Questions to consider for a strategic survey versus satisfaction surveys.
- The 7 Factors to customize for an External Analysis.
- The role of the SWOT Analysis to determine your Current Reality and gain alignment on your top 3.
- The process to define the key assumptions for this planning cycle (External and Internal).

LISTEN AND LEARN TOOLS

Audit*

Strategic Team Charter*

Stakeholder Goals

Current Momentum

Customer Rating

Business Segment Analysis

Strategic Survey*

Board/Advisor Survey

Key Customer Interview

7 Factors Analysis

Competitor Analysis*

Market Segment Analysis

SWOT Analysis*

*Mini-case study with these tools using your company, team, or department.



As the strategic process owner, this is exactly what I need to help implement our strategy. A great experience!

COO, Homecare Company





STRATEGIC PLAN DEVELOPMENT CONTENT

- Understand key stakeholder Goals and how your organization defines winning.
- The difference between an organization's purpose and mission.
- Determine your organization's core values so they are aggressively authentic.
- Define and measure the vision and where you want to be in 3 years.
- Create the Ansoff Matrix to show your growth opportunities.
- Define strategic choices and the process to gain alignment to say “no,” so you can say “yes.”
- Understand where are you making money and losing money.
- Determine an investment strategy (Build, Hold/Defend, Divest).
- Define your strategic choices for the next 3 years.

STRATEGIC PLAN DEVELOPMENT TOOLS

Opportunity Assessment*

Opportunity Business Plans

Business Segment Attractiveness

Strategic Competency

Strategic Plan Summary*

Key Strategic Concepts

Strategic Priority Plans*

**Mini-case study with these tools using your company, team, or department.*

“

Great way to increase my toolbox!

Now I can proactively manage change instead of always feeling behind.

GM, Distributing Company

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IMPLEMENTATION CONTENT

- Determine the 3 strategic priorities and outcomes to make progress toward your vision.
- The key components of a strategic communication plan.
- Strategies to link the strategy to teams and people.
- Identify and understand the barriers/challenges to successful implementation.
- Define your resource allocation strategy.
- The process to gain confidence to meet your strategic goals.

IMPLEMENTATION TOOLS

Business Segment Forecast

Strategic Scorecard*

Run the Business Scorecard*

Project/Action Plans

Meeting Communication Rhythm*

Team Strategic Plan

Implementation Checklist

**Mini-case study with these tools using your company, team or department.*

STRATEGIC MANAGEMENT CONTENT

- Identify key stakeholders and how to best communicate.
- Create a meeting and communication rhythm for your strategy.
- The process to engage and communicate to your board.
- Best practices to assess and update your strategy.
- Resources to help update your structure to support your strategy.
- Discuss training on the strategic planning process.

STRATEGIC MANAGEMENT TOOLS

Key Initiative Review

Priority Quarterly Review

Priority Annual Review

Strategic Management Checklist

STRETCH STRATEGIC BOOTCAMP

Businesses need strategy now more than ever. Learn Darcy Bien's *Strategy in Motion™* process, carefully curated with best practices for mid-size companies. Companies who have used this process are 2.2 times more successful at Implementation.



HOW YOU'LL BENEFIT

Grow your **strategic toolkit** of 25+ best practices customized for mid-size companies. Learn from peers and experts in leadership, WFH impact, digital transformation, and the new sales frontier. **Work on mini-case studies** to jumpstart your 2021 plan.

THREE FLEXIBLE OPTIONS

Socially-distanced in-person: October 22, 2020 - 9am -4pm

- \$795 – limited to 15 business leaders who need to pivot.
- Perfect for leaders who are committed to strategy and want to jumpstart their 2021 plans; learn from peers and experts.

Digital: Available in December 2020

- Discounted pre-sale price, \$499 (will increase to \$799). Includes 4 self-paced modules, articles, tools, level 1 certification and 1st month coaching.
- Great for new leaders who recognize the value of strategy and want to go deeper by adding to their toolbox. Helpful for small business owners who want to move their company forward.

Virtual: January 22 & 29, 2021 - 8am-12 pm

- \$395 – ideal for small businesses and leadership teams who want to learn the process and tools together.
- Great for leaders who want a better understanding of the strategic planning process and for small businesses and department/team leaders to take back to their teams.



DARCY BIEN: FACILITATOR

With 20 years of experience helping hundreds of companies, Darcy's *Strategy In Motion*™ process has built her national reputation for delivering "actionable strategy." With a BS in Mechanical Engineering from Georgia Institute of Technology and an MBA from Harvard Business School, Darcy is the Co-Founder of Stretch Strategic Leaders and Director at Partners in Change, LLC, a Cincinnati-based strategic consulting firm.



EXPERT PANEL: CRITICAL EXTERNAL CHANGES

In-person: during lunch *Virtual:* after 1st session *Digital:* video-taped

Cyndi Wineinger, Co-Founder of Stretch and President of The Wineinger Company. Cyndi is passionate about helping companies maximize leadership talent and has more than 20 years of experience on the impact of leading culture and teams to success.

Eisha Armstrong, Co-Founder and CEO of Venteris. Eisha advises C-Suite executives on new product design and launch and digital transformation journeys, helping them quickly address their most critical digital product innovation needs.

Pam Beigh, President of SalesCORE. Working with companies to navigate the new sales frontier, Pam provides customized strategies to ensure sales efforts are aligned with business goals. The SalesCORE methodology is a holistic approach that integrates all aspects of sales and business.

POST-TRAINING: ADD-ON SUPPORT

Monthly coaching support:

Up to 2 hours monthly – \$500

Up to 4 hours – \$960

Up to 8 hours – \$1900

You choose the duration, and we do month-to-month – no contracts

Certification:

Receive the *Strategy in Motion*™ Certification guide and work through the tools and process at your pace. Includes phone support and in-person (or virtual, if needed) certification – \$599.