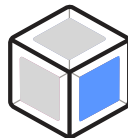


# The strategy creation workshop



## Day 1 – Opportunities

Iterate opportunities identified in Evaluate stage

Qualify the opportunities

Prioritise opportunities based on size and ability to win

## Day 2 – Initiatives

Develop strategic initiatives for each opportunity (one to many)

Prioritise strategic initiatives

Develop consumer facing strategic initiatives to test

Consumer input to test strategic initiatives

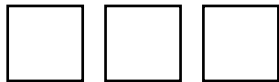
## Day 3 – Strategy

Combine the 'best' opportunities to achieve the right mix of size and ability to win

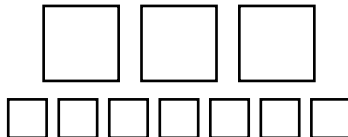
Realistic assessment of whether the strategy adds up

Final strategy creation

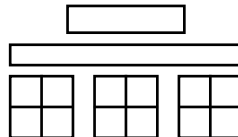
**Output:** Set of prioritised opportunities



**Output:** Set of consumer validated opportunities with possible initiatives



**Output:** Final strategy including articulation of ambition, goals and requirements



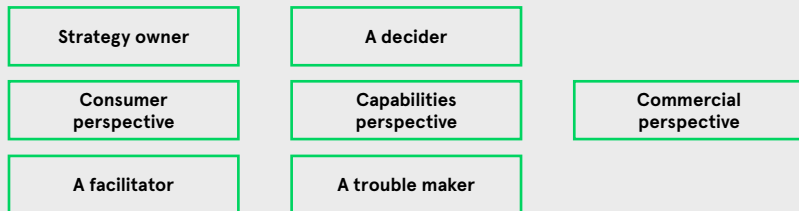
# The right people, the right time and the right place

## Our approach: The right people

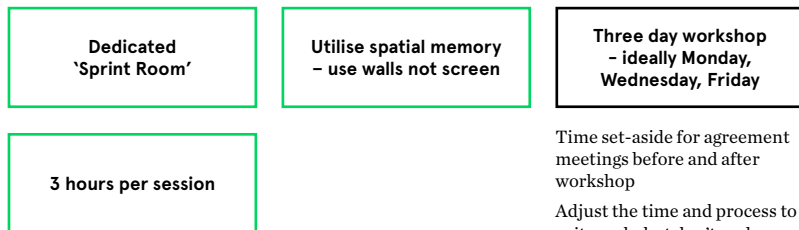


### A team of between seven and twelve

Only those with an active role in creating the strategy



## Our approach: The right time and place



Time set-aside for agreement meetings before and after workshop

Adjust the time and process to suit needs, but don't rush