

## Making Strategy

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*Create winning strategies using a unique interactive approach*

### What is it?

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Making Strategy delivers improved organisational performance through the creation of a robust business model and supporting strategies. It is based on a unique visual mapping process and is easy to access for all key players in the organisation. Previous customers highlight significant improvements across all areas of the organisation as well as a greater sense of buy-in across teams.

### Who should use it?

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It is our belief that all organisations need a robust business model and a focussed management team in order to be successful in today's competitive marketplace. Our customers are from all backgrounds including growing SMEs and public and third sector organisations.

### What does it involve?

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A Making Strategy programme involves between 1 and 4 days of contact time with the strategy making team and a corresponding amount of support time for analysis, reporting and feedback.

The key stages include:

- **Introduction and Orientation**  
This entails meeting the strategy making team, providing orientation to the programme and agreeing key parameters and target outcomes.
- **The Making Strategy Intervention**
  - Devising the strategic issues 'Radar'
  - Developing a comprehensive system of goals
  - Exploring organisational competencies, assets and resources
  - Developing the business model and supporting strategies
- **Analysis and Report Generation**  
The major outputs from the Intervention are analysed using a range of quantitative and qualitative techniques and a report of 8-12 pages is generated.
- **Feedback, Revision and Implementation**  
After a period of reflection, the strategy making team reviews the report and discusses the content and implications. This leads to a programme of implementation which can include a simple action plan or a more detailed balanced scorecard.

### What are the deliverables and outcomes?

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- A robust visual business model
- An implementation plan with key actions, time frames and owners
- Supporting documentation and reports
- Renewed focus to the core aims of the business
- Enhanced performance across all key areas of the business
- A format and simple 'language' for future strategic development