

WORKSHOP AGENDA

# Strategic Thinking

*See the bigger picture.  
Make better choices.*



Half day · In person or virtual · Any role or team

A practical half-day workshop for anyone who wants to think more strategically in their role. It introduces the Creative Huddle Strategic Intent framework through Strategy Radar, a focused session on Ambition, Arena, Edge and Proof, and a practical introduction to Strategic Storytelling. Clear tools, applicable immediately.

— WHAT YOU LEAVE WITH

- Map the forces shaping your work using Strategy Radar, across time and pressure.
- Work through the Strategic Intent framework, Ambition, Arena, Edge and Proof, applied to your own role or team.
- Articulate your thinking using the Strategic Storytelling framework, and leave with a clear next step.

— WHO IT'S FOR

Anyone who wants to develop their own capacity to think and act strategically, whatever their seniority or role. It suits cross-functional groups, team development days, and open-enrolment learning programmes.

— AT A GLANCE

Strategy Radar	<i>Read the landscape together.</i>	30 MIN
Strategic Intent: Ambition, Arena and Edge	<i>Make deliberate strategic choices.</i>	60 MIN
Strategic Intent: Proof	<i>Test your choices against the evidence.</i>	30 MIN
Strategy Rollout	<i>Turn it into a story you can tell.</i>	30 MIN

## the session

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**01**

### Strategy Radar

**30 MIN**

*Read the landscape together.*

Map the internal and external forces shaping your work, across time and pressure, to build a shared, honest picture of the landscape you are operating in.

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**02**

### Strategic Intent: Ambition, Arena and Edge

**60 MIN**

*Make deliberate strategic choices.*

Work through three of the four Strategic Intent questions, where you are headed, where you will play, and what gives you an advantage, applied to your own role or team.

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**03**

### Strategic Intent: Proof

**30 MIN**

*Test your choices against the evidence.*

Pressure-test your intent against reality. What would have to be true for it to work, and how you will know it is working.

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**04**

### Strategy Rollout

**30 MIN**

*Turn it into a story you can tell.*

Use the Strategic Storytelling structure to communicate your direction clearly, and leave with a narrative you can use in the next two weeks.

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*Let's talk.*

**Bring Strategic Thinking to your team**

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