

WORKSHOP AGENDA

Strategy

*Think clearly. Prioritise confidently.
Move forward.*



Full day · In person · Leadership and functional teams

A full-day strategy workshop built on the *On The Same Page* framework and the Creative Huddle Strategic Intent tool, helping leadership and functional teams make clear, specific choices about where to focus, how to compete, and what to step back from.

— WHAT YOU LEAVE WITH

- A shared picture of the forces shaping the organisation across time and pressure, built with Strategy Radar.
- Direction made explicit and testable through the steps of the Strategic Intent framework: Ambition, Arena, Edge and Proof.
- A strategy translated into priorities, operational plans, and named commitments that travel beyond the room.

— WHO IT'S FOR

Leadership teams setting or resetting organisational direction, and functional or departmental teams working on their own strategy within an already-set wider direction. The Strategic Intent questions reframe cleanly at either level.

— AT A GLANCE

Strategy Radar	<i>Read the landscape.</i>	90 MIN
Strategic Intent	<i>Make the choices explicit.</i>	90 MIN
Strategic Trade-Offs	<i>Decide what to set aside.</i>	45 MIN
Pre-Mortem	<i>Find the failure modes.</i>	60 MIN
Strategy Rollout	<i>Make it travel.</i>	60 MIN

the session

01

Strategy Radar

90 MIN

Read the landscape.

Build a shared read of the landscape: what the team knows, what's emerging, and what the wider environment is doing, mapped across time and pressure.

02

Strategic Intent

90 MIN

Make the choices explicit.

Work through the steps of the Strategic Intent framework: Ambition, Arena, Edge and Proof, to make direction explicit and testable rather than implied.

03

Strategic Trade-Offs

45 MIN

Decide what to set aside.

Surface and resolve the honest trade-offs: where you will compete, how you will win, and what you will deliberately step back from.

04

Pre-Mortem

60 MIN

Find the failure modes.

Stress-test the strategy by imagining it has already failed, then work back to what would have caused it, so you can guard against it now.

05

Strategy Rollout

60 MIN

Make it travel.

Translate the strategy into priorities, plans and named commitments that are specific enough to guide behaviour beyond the room.

Let's talk.

Bring the Strategy workshop to your team

james@creativehuddle.co.uk creativehuddle.co.uk