

Two Day Strategy Workshop - Sample Agenda

Circulate agenda, strategic plan & results, plus any other pre-reading
One-page exec summaries where possible

PRE-WORKSHOP

All participants to complete a five-question online survey
This survey aims to reveal existing ideas and opinions

DAY ONE

MORNING: REVIEW & REFLECT

Introduction

Senior leader & facilitator outline the agenda and set the scene for the next two days.

Five minute shares

Each participant spends five minutes reviewing the period from their perspective.

Retrospective

Breakout groups use retrospective questions to analyse performance and results.

Opportunities & priorities

Breakout groups identify key opportunities and priority areas for development during the next period,

AFTERNOON: NEW IDEAS

Brainstorm

Using a mixture of group discussion, breakout groups and individual thinking exercises, the group aims to generate as many ideas as possible for the opportunity & priority areas identified earlier. A selection of tools & techniques can be called upon, such as:

- Beginner's Mind: view things from a fresh perspective to reveal new insights
- First Principles: boil problems down to their core elements to reveal solutions
- Constraints: subject yourself to harsher constraints to force groundbreaking thinking

DINNER

DAY TWO

MORNING: DEVELOP & DECIDE

Collect & evaluate

Ideas from day one, and any others that arose during dinner - or breakfast! - are reviewed and evaluated.

Priorities

Ideas are sorted into areas of highest priority

Refinement & strengthening

Using the pre-mortem technique to solidify & strengthen ideas.

Purpose & values

How do these new plans and ideas reflect the company's purpose and values?

AFTERNOON: EXECUTION PLANS

Goal setting

Clarifying targets and measurement criteria.

Timelines

Setting short-term & long-term timelines

End In Mind

Working backwards from an ambitious goal to reveal initial actions and requirements.

Conclusion

Senior leader & facilitator review the agenda. Each participant takes a minute to share their reflection on the workshop and their plans for the next period.

Stop, Start, Continue

Participants add to this matrix throughout the workshop

POST-WORKSHOP

Circulate minutes & new plans / targets

Outline next period's actions with directly responsible individual (DRI) for each

All participants to complete a five-question online survey

This survey aims to review the workshop and surface any final ideas / concerns