

Bradshaw & Co

# Strategy Training

JUN 2017

## Why do your future leaders need Strategy Training?

- Future business leaders need a breadth of capability. One day, you will want them to run your company. If strategy and your ability to think strategically is important to your company today, it will still be important tomorrow.
- When HR conducts skills audits across their competency frameworks, in many companies, Strategic Vision is one of the weakest average scores.
- When leadership potential is identified in young managers, they are often in narrow, task-focused roles. This training helps talent develop a broader perspective of their business, the environment within which it operates and how companies develop long term strategy.
- As a future leader, understanding how your role fits within the overall strategy of the business, and linking strategic models to business operations is not only interesting and developmental; it's highly motivational. There is little greater a compliment you can pay someone, than to ask them to think about something for you.
- For future leaders in Professional Services companies (working B2B), building an understanding of your client's strategy is vital in helping you be more commercially oriented and relevant as a trusted advisor. As part of your Business Development programmes, Bradshaw & Co Strategy Training will provide your Account Leaders with the tools and confidence to conduct broader, more consultative and more client-oriented conversations with the full c-suite within your client.

## What does Bradshaw & Co Strategy Training look and feel like?

- It's a single day training course, with a maximum class size of 12 and a minimum 6.
- There is a small (~1 hr) amount of preparation time for the participants. This involves the reading of a small selection of short articles (eg HBR), and choosing and communicating an area of the business around which the participant wishes to focus their class case examples.
- The course allows participants to experiment with classic strategic models using their own businesses, or their clients' businesses as case studies. It's not a full day lecture, the time split is roughly 25% receiving:75% experimenting and discussing.
- The style is relaxed and interactive, Typically around a board-style (not auditorium), and with regular break out (stand-up) sessions in small groups (max 4). The class cycle is that participants will firstly receive some information then experiment, using that information - typically through 4 cycles in a day.
- The basic course covers the fundamentals of Corporate Strategy. It introduces the participants to classic strategic models (incl Market Matrix, 5 Forces, Prest, BCG Matrix), shows the participants how to use these models, and allows them to experiment, inputting their chosen business segment, feeding back and discussing the findings.
- The training can be tailored towards the client's situation, strategic objective or strategic theme. In this format there will be at least one planning session with the client sponsor prior to the event, to ensure that the tailoring is appropriate.
- The training can be modularised. Modules can step from fundamentals through a range of more advanced or in-depth approaches.

## Bradshaw & Co Strategy Training can also be tailored for more focused classes

- Classic Strategy frameworks:
  - E.g. Market Matrix, 5 Forces, Porter, BCG Matrix, SWOT, Value chain.
  - Applying these frameworks to your business, and in combination, what do they tell us?
- Growth focused-classes:
  - Why is growth a strategic imperative?
  - Organic vs inorganic growth.
  - How to achieve growth.
  - True differentiation and how to achieve it.
- Customer focus, customer value curves.
- Strategic planning, a tried and tested approach.

## Why buy Strategy Training from Bradshaw & Co?

- The course content is high quality.
- Ed Bradshaw is highly experienced in Corporate Strategy, both as a Consultant (BCG) and as a former Director of Strategy (AXA), and delivers the training in person.
- The course is designed to be active for participants, it's fun, and it's challenging.
- Participant feedback is 100% positive and very strongly so.

"...it pointed me to think more about the needs of end customer"

"...value curves...really useful"

"...best bit was the application of theory to practice"

"...understanding how my function can play a role in the strategy"

"...Ed really brought it to life and made it real for me"

Want to know more?

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