

WORKSHOPS

How workshops can help the planning process and support strategy formulation.



THE OBJECTIVE

AMR used a workshop to determine the overall strategic challenges of \$1bn+ advanced engineering group and set out a strategic framework for the regional heads.

CASE RESULTS




The workshop delivered results beyond expectations.

- 1 Redefined mission statement, with team buy-in:
 - “Achieve above market organic growth and top quartile margins by serving customers better”
- 2 Common understanding of the areas of strategic challenge:
 - Which markets to focus on and which to exit
 - Levels of customer service required to retain and win across market segments and customer types
 - Organisation resource and competency levels
 - Product solutions including platforms
 - Supply chain design
- 3 Elimination of ambiguity over focus and direction.
- 4 Stakeholder buy-in and clearly defined process for strategy completion.

WHAT IS A WORKSHOP FOR?

An interactive group session emphasising collaboration and development. Where attendees participate in exercises that challenge ideas to create innovative thinking.

WHY RUN A WORKSHOP?

 <p>Support decision-making</p>	 <p>Test options/ evaluate/prioritise</p>	 <p>Bring a range of perspectives to a problem or opportunity</p>
 <p>Produce a sense of shared purpose</p>	 <p>Create momentum/ commitment</p>	 <p>Solve a (thorny) problem</p>
 <p>Generate ideas/ creativity in collaboration</p>	 <p>Find new solutions</p>	 <p>Innovate</p>

INGREDIENTS

Set objective, desired outcome
+
Clear timetable
+
Facilitator
+
Key stakeholders
+
<ul style="list-style-type: none"> ▪ Decision making tools ▪ Tools for problem exploration ▪ Creative thinking tools