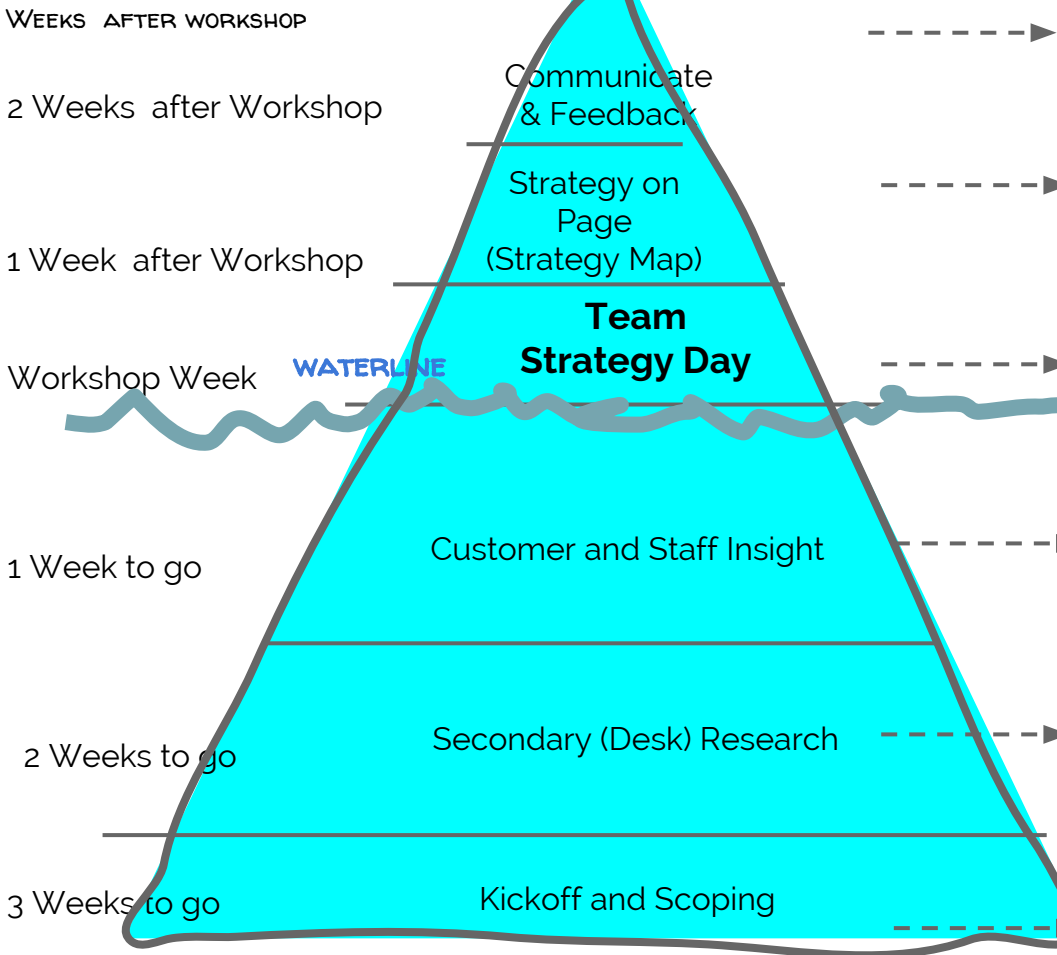


# collaborative strategy - the iceberg process



- Seek Feedback & Communication**  
Communicate to the workshop group & seek feedback.  
Incorporate feedback into strategy document and tweak where needed.  
Coach the team to be your 'market strategy evangelists' to communicate the strategy throughout the organisation.
- Create Strategy Map & Strategy Summary**  
Create a strategy map on one page  
Create a Strategy Summary Deck in PowerPoint (10-12 slides)  
Create an action plan and responsibility pages for pricing, services, target market and promotion strategies.
- Team Strategy Workshop**  
Define or review the purpose - 'the reason your company exists'  
1 Blue Sky - create/define your ideal future  
2 Objective & Goals - define your goals & objectives  
3 Positioning - define market positioning vs competitors and alternatives  
4 Critical Issues - define critical issues for success  
5 Roadmap - create a 12 month roadmap to meet objectives
- Generate Insight**  
Generate insight on your company, customer and competitors via:  
1 customer surveys & conversations  
2 staff surveys & conversations  
3 workshop attendee interviews  
  
Ask for ideas on "how do you win?", "what should you be doing?" and "if you were running things, what would you do?"
- Scan the Environment and Hypothesise**  
Internal Scan - review past strategy documents, marketing plans, website.  
External Scan - assess competitors and alternatives. Look at the impact technology has on decision making.  
Develop Hypothesis - develop your marketing strategy hypothesis for testing.
- Define the Purpose of the Workshop.**  
Meet with leaders, senior management and key stakeholders.  
Define what a successful strategy day will look like.  
Look for clashes and common ground and create a brief. Finally, make a list of workshop participants.