

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.