

Strategy Workshop

★★★★
Over 500 companies
have attended our
workshops

This is a FREE
Online Workshop



Type the word strategy in to google and the explanation is clear and simple. NOUN: A plan of action designed to achieve a long-term or overall aim.

For such a popular word, it would be easy to think that we're on top of Strategy... we understand it, and we practice it.

But like other 'popular words', such as diet, exercise and non-digital play-time for kids... the reality is different.

In this workshop, we will cover all the basic elements your business needs to consider to become more strategy focussed.

We will help you to understand your strategy development gaps, and leave you with a clear plan to help embed strategic thinking within your business.

During this practical session, you will leave with

The benefits of undertaking strategy development

- *Identifying your strategy gaps*
- *The role of culture within strategy development*
- *Building your strategy team*
- *Creating a strategy session*
- *Managing the strategic process*
- *How to embed strategy within your business, using your existing team*

Symptoms of ineffective strategy

- *Leaders act as managers*
- *There's no clear competitive advantage*
- *Inefficient processes*
- *Plans change every few months*
- *Limited range of KPI's*
- *Poor team working*
- *Employee retention issues*
- *Sales and marketing don't work effectively*
- *Limited market intelligence*

Delivered by



Edward Ryder is a highly engaging, enthusiastic Chartered Marketer with over 25 years Marketing, Sales and Business experience.

With excellent delegate feedback from companies across all sectors, Edward has written and delivered workshops to some of the largest organisations in the UK and Europe.

Edward currently heads up the team at Biskit, a marketing and creative agency based in Otley near Leeds. He works with clients on strategy, branding, marketing plans and communications.

Who should attend?

Ideal for SME or MSB companies that wish to maximise their growth opportunities, but lack a current strategy development process. Ideally, you will want to embed strategic thinking within your business, and enable your team to perform these tasks.

For further details about our views on strategy development, please go to:

<http://biskit.co.uk/blog/10-blog/biskit-news/111-the-strategy-difference>

Booking

Contact: Edward Ryder
E: edward@biskit.co.uk
Book online www.biskit.co.uk/workshops
T: 01943 461 030

Date: Wed 1st July 2020
Time: 9.30am to 1.00pm
VENUE: Online Only

Price
FREE