



# Elsabé Manning

Elsabé Manning | 082 513 6312 | [elsabe@elsabemanning.co.za](mailto:elsabe@elsabemanning.co.za)

---

## **STRATEGY WORKSHOP (One, two or three days)**

Successful companies agree upon and articulate their vision, mission or purpose, values and strategies so that all members of the company can 'own' the achievements of the company. Staff loyalty and 'ownership' is created by building a strategic framework which they understand and fully buy into.

I facilitate this one-, two- or three-day strategy sessions for company's and/or teams to define a new tailor-made strategic framework which initiates high performance behaviours in individuals and teams.

I ask powerful questions that lead to powerful insights and answers, and I challenge ideas and beliefs, and makes valuable contributions and suggestions.

## **CURRENT WORLD-WIDE ECONOMIC CLIMATE**

Companies need to develop urgent strategies which need to be executed by productive, competent teams who are well prepared because they have aligned goals and objectives and action plans for immediate execution.

I am an experienced, results-driven consultant, business coach and strategy facilitator. I have a **five-step** approach when consulting with companies on strategy:

1. Analysing:
  - a. Vision
  - b. Mission / purpose
  - c. Values and principles
  - d. Culture
  - e. Current state – including challenges and results
  - f. Current strategy
  - g. Resources
  - h. Strengths, weaknesses, opportunities and threats

- i. Environmental scanning: a study and interpretation of the political, economic, social and technological events and trends which influence a business, an industry or even a total market. The factors which need to be considered for environmental scanning are events, trends, issues and expectations of the different interest groups.
- j. Communication
  2. Determining the future desired state with key role-players
  3. Gap Analysis (difference between current and desired states)
  4. Goals and objectives
  5. Action plans

## **OUTCOMES OF STRATEGY WORKSHOP**

### **DAY ONE:**

A complete, clear and concise strategy (with specific goals and action plans) for the company – working with top management only.

### **DAY TWO:**

Aligning and facilitating buy-in of the company's complete strategy to teams and all team members. All teams could attend this second day together or we can split the teams up if it is not possible for everyone to be out of the office on the same day. It is however preferable to have all the staff together on the second day as it creates great team spirit and cohesion.

I facilitate a process whereby individual team members write their own aligned goals and action plans for which they will be held accountable by their respective managers. This process ensures buy-in and commitment from individuals to accept responsibility for their contribution to their team's strategy which is fully aligned to the company's strategy.