



MITCHELL PHOENIX

Strategic Thought and Action

Developing core business strengths

A unique, structured, and flexible development programme for CEOs, MDs and executives wishing to develop skill, strength & confidence in deploying effective business strategy

Strategic Thinking – How do we turn future vision into business reality?

A vision of how we can change our future is the start point for strategic thinking. How is this mobilized and how do we create a plan the whole organisation can believe in and work towards? It is common for management teams to lack the tools and necessary skills to bridge the gap between strategic vision and implementation.

This strategic development programme addresses this and equips you and your management team with the skills necessary to execute effective strategies.

Strategic Planning – Taking the organisation beyond tactical business planning

Most organisations have business planning processes but, strategic decisions place a far greater demand on the business, requiring operational executives to act more dynamically than conventional planning processes allow. In addition, executing strategic decisions demands more from your people and resources.

Strategic action requires managers to act with greater strength, purpose, pace and confidence. Your executive team will need to be equipped with greater skill.

This *Mitchell Phoenix* programme will show how to formulate strategy, create a robust and dynamic plan and provide a framework in which your team can operate consistently in the long-term.

Strategic Action – How do you create an organisation that thinks and acts strategically?

Strategic decisions demand a great deal more from your management teams at all levels. The concept of strategic engagement is often treated as a 'senior level only' prerogative. This misses a fundamental competitive advantage of strategic thinking: That people can act strategically and effectively at all levels. Why doesn't this happen now?

Organisations rarely invest in this, preferring to keep strategy at a senior level.

Mitchell Phoenix Strategy-Development Programme:

Strategic Thinking, Decision-Making and Action – Through this programme, you and your organisation will refresh and acquire the tools needed for effective strategic planning. You will build confidence and skill as a team, able to set out clear long-term objectives and develop robust processes to meet your strategies

Management Team Performance – The programme will help build a capable management team, appropriately structured and well motivated, to think strategically at multiple levels, implement strategy and achieve your long-term objectives

Process Building – The programme will provide guidance and practical solutions for creating good business processes and information systems – both to run the business, and to provide feedback on how well it is performing

Objectives: Live application of strategic theories to your business – visible results and measurable output

- 1 Each delegate will develop his or her ability to think strategically, and to successfully implement strategic changes within their respective business
- 1 Theoretical concepts developed in the seminar room will be taken away between each day and applied directly to each business. In this way, each delegate builds skill and confidence while applying ideas to their own business. The environment will be challenging and supportive
- 1 A key part of the development process will be the opportunity to interact with peer delegates from other organisations

Unique Structure: A four day programme, one day each month, comprising:

Formal management development – four one day seminars

One to one telephone support on company specific issues – each individual will benefit from two telephone consultancy sessions

The opportunity to meet and interact with executives from other businesses.

Full peer-group strategic review

Developing core business strengths

Programme Outline

Seminar One - Mastering strategic thinking

Defining a strategic purpose for management and the organisation
The role, needs and objectives of management and other stakeholders
Understanding the language of strategy and its value
Defining your business in strategic terms
The principal challenge of market dynamism and how to manage it
Building strategic focus
When does strategy become effective? Using a strategic planning template
Creating the right processes for strategic thinking and formulation

Over the next month, between seminars one and two, each delegate will work on their strategy project, with support from the programme director

Seminar Two – Building strategic processes

Review of progress – delegates report progress and results back to the group
How much competition? And who has the power in your market?
Entering new markets and defending your position in old
Recognising the make-up of winning strategies
The value added chain – how to create and retain value
Where are you? Customer or product/service focused?
The importance and place for creativity in strategic thought and action

Over the next month, between seminars two and three, each delegate will work on their strategy project, with support from the programme director

Seminar Three – Building an organisation that thinks and acts strategically

Review of progress – delegates report progress and results back to the group – peer group review of results and actions taken, and new decisions yet to be made
Creating strategies for growth – identifying and managing risk
Strategic resources – quality and concentration
The challenge of strategic change
Aligning the organisation with strategic needs – strategy, structure and culture
Why strategies fail – process, outcome and implementation
Surviving contact with the enemy
The complete strategic plan

Over the next month, between seminars three and four, each delegate will complete their strategy project

Seminar Four – Delivery against plan

Different strategies and how they work
Strategic personal leadership – walking the talk – leading from the front
Carrying the support of key stakeholders
How good is your strategy? – The delegates carry out a simulated CEO review
Presenting your plan successfully to multiple audiences
How much should you communicate?
How to review and critique strategy
Building personal reserves
Final decisions on implementation

Facilitation: Dr Richard Atkinson - Experienced former Chief Executive and Managing Director.

Richard has 22 years of experience steering blue-chip companies as CEO, helping small to medium sized enterprises develop strategy and building businesses from the ground up.

During a successful career, he underwent formal training in management and strategy at the University of Cambridge; University of Michigan Business School; London Business School; University of Aston Business School.

Format Four one day seminars spread over 4 months

Investment

London £5750.00 each place

New York \$9750.00 each place

Sample Client list

AALCO	The Imaginative Traveller	RSA Search & Selection
Amscan International	International Business Systems	Responsive Designs
Arcade Inc	J P Knight	Safeonline
Amari	Jackson Civil Engineering	Sepura Limited
Amlin plc	John While Springs	Schlumberger
AMS Group plc	Kamtronics	Software Radio Technology
Asia Images	Kier Build	Sola Optical
Aspect Capital	Lansing Linde	STA Travel Group
Bowthorpe Group	Laporte Interox	ATI/Sermatech
Burton Menswear	LaserCom UK	Stanley Europe
Canon Europe	linpac Environmental	Stannah UK
Canopus	LogicaCMG	Steria France
Densitron	London Ambulance Service	Syndesis
Devlin Electronics	Marchant Manufacturing	Titus International
Man Group	Measurement Technology	Toymaster
EBC Group	McCormick Spices	Travelmood
European Colour	Microsoft Limited	Tyton Hellerman
Eve Group	Midwich Group	Unicorn International
Eveden Limited	ModusLink	United Coop Travel Group
Ferring Pharmaceuticals	Mothercare UK	Veritas DGC
Grain Framers	MPS Group	Vodafone Corporate
Halo Foods	NFU Mutual	Volvo Financial
House of Fraser	Pall Medical	Warner (Midlands)
Humberside Police Force	Penhaligons	Watts International
Hunterskil Howard	Phonographic Performance (PPL)	Westferry Printers Limited
HSBC	Protimeter	Wilcon Homes
InHealth Group	ReD	York International

Our Programmes

All of Mitchell Phoenix's programmes deliver the following benefits:

Business results from this programme – our unique one day-a-month programmes enable delegates to deploy theory and ideas into their business environment – immediately. With a peer-reviewed report back on each month's activity, your delegates build a portfolio of measurable business results.

Delegates gain strength and confidence to think and act – your delegates work with ideas and concepts in their working environment. By building on the ideas month by month and achieving success based on their results, your business benefits from secure learning transfer and delegates build confidence and strength – personally and corporately as a team.

Highly commercial – we help you and your organisation create a consistent business framework and common language. Our programmes are based on ideas that have universal application enabling you to form a core set of business strengths – needed at the heart of every organisation.

Bridging the gap between knowledge and action – We aim to close the gap between the management knowledge and the actions that are taken. Your organisation can expect: Faster deployment of ideas, better decisions, more secure communication, involvement at all levels, more constructive delegation and, consequently; **better business results.**

London

Mitchell Phoenix Limited
ParkShot House, 5 Kew Road
Richmond, Surrey
TW9 2PR
Telephone: +44 20 8334 8042

enquiries@mitchellphoenix.com

New York

Mitchell Phoenix LLC
410 Park Avenue, 15th Floor
New York, New York
10022 USA
Telephone: +1 917 210 6102

www.mitchellphoenix.com

Strategic thought and action