

EXECUTIVE WORKSHOP

SUMMITTM
PURPOSE DRIVEN PURSUITS

*A betterment company serving people on their journey to
discover their purpose-driven pursuits, lead with transparency
and inclusion, and create economic and social prosperity.*



WORKSHOP OVERVIEW

The 2-Day Executive Strategy-to-Action Workshop is for executive teams looking to clarify their vision, align their organization and explore new ways to grow their business.

Working through a process of discovery around your business's unique opportunities and challenges, we help you design a customized strategy playbook that clearly defines a path for sustainable growth and collaborative engagement across the organization.

What I've enjoyed about the workshop is that a lot of this was taking our ideas, and putting them into tools that helped it feel easy even when it's not.

- Biotech Executive

- Eric Strafel

Our team, led by Eric Strafel, a former CEO and Fortune 50 executive with more than 25 years of experience leading and growing multibillion-dollar businesses, is composed of experts with credentials in leadership, strategy, implementation, change management, branding and marketing, providing you with valuable outside perspectives to uncover different angles to approach your current and future business challenges and opportunities.

WORKSHOP METHOD

“Vision without alignment leads to competing priorities, alignment without a vision fosters the status quo and in order for real change to happen, you need everyone engaged.”

- Eric Strafel

We work with your executive team to create a shared company vision, align leadership on strategic initiatives and build an executable plan you can communicate with your team.

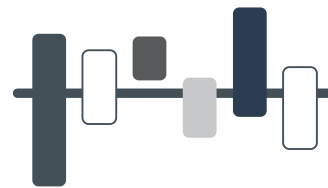


CLARIFY VISION

By redefining the reason *why* your business exists and how you accomplish your purpose through strategic planning, your vision will gain a renewed sense of clarity to help guide your entire business on the path to doing good for your team, your customers and your community.

CREATE ALIGNMENT

Build trust and understanding by communicating a clear vision, asking for feedback and buy-in, and collaborating with your team throughout the journey.



EXECUTE

Once the plan has been solidified, documenting your repeatable processes and setting benchmarks and KPIs will help you recognize and celebrate your progress.



WORKSHOP PROCESS

By combining insights from interviews with the leadership team with market and competitive analysis, we prepare a custom two-day workshop to bring out new perspectives to transform your business.



IDENTIFY PRIORITIES & SET EXPECTATIONS

We conduct interviews with your executive team and customers to understand urgent needs, identify important strategic issues and define expected outcomes.



CUSTOMIZE WORKSHOP DESIGN

Using our *Strategy Deployment Framework*, your workshop exercises, tools and schedule are created and customized to maximize the effectiveness of your workshop.



FACILITATE TEAM WORKSHOP

Over two days, your team engages in creative thinking activities focused on business exploration, discovery and priority setting to develop a growth plan built on a sustainable foundation that can scale.



DESIGN YOUR STRATEGY PLAYBOOK

Using the information collected throughout the workshop, we deliver your strategy playbook and artifacts illustrating and communicating your company's direction -- the where and why -- allowing everyone to participate, innovate and bring forward ideas to help you achieve your vision.



STRATEGY DEPLOYMENT FRAMEWORK

Our approach enables your executive team to:

- Identify where you play and how to win.
- Establish priorities and align the team.
- Deploy an operating cadence that incorporates your strategic initiatives into your day-to-day business.

Keep your team informed, aligned and climbing together!

For most companies, there's a sizable gap between the 3- to 5-year vision for the business and the current realities of today. By applying the Strategy Deployment Framework we can build a path to close that gap while engaging employees to make the needed course corrections along the way.



1 | SURVEY THE LANDSCAPE

- Addressable Market
- Industry Value Chain
- Competitive Assessment

2 | SET YOUR COMPASS

- Vision, Mission, Values
- Long-Term Objectives
- Product Portfolio Positioning

3 | CHOOSE YOUR PATH

- Core Capabilities
- Business Expansion Alternatives
- Strategic Direction & Supporting Tactics

4 | SHARE THE PLAN

- Strategy on a Page
- Goal Alignment
- Team Action Plans

5 | START THE CLIMB

- Operating Cadence
- Communication Plan
- Stakeholder Engagement Plan



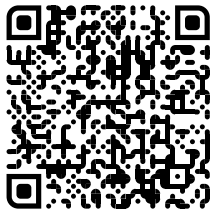
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