



*Do you think  
strategically?*

**MSA**  
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**14:20 - 15:00**

## **Training session on strategic thinking**

By [Mike Sullivan](#)

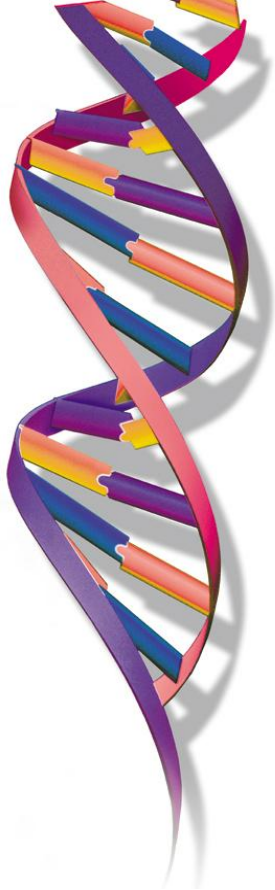
“If you don’t think strategically, don’t play the game”

All businesses operate in a highly competitive environment. Only those that think strategically will survive.

This session gets your head around strategic thinking; how to do it, how to think it and how to be it, and how to write a tactical strategy and to strategise tactically. You will learn how to win the game, by first realising there is a game to be won.

The session will help you identify:

- What is the nature of your specific game?
- What are the rules and how can you break them?
- What makes a great strategy and a disastrous strategy?



Imagine, driving at 70 mph on a motorway, blindfolded and with headphones on full. Blissfully ignoring all around you until ...

Crunch!!

- This is the business that thinks tactically
- Thinks now and tomorrow
- Thinks logistics and pricing
- Thinks event driven marketing
- Thinks tweaks and changes
- Thinks about the monthly figures, the quarterly trends




We are going to learn how to win the game, by first realising there is a game to be won.

We will cover:

- What is the nature of our specific game?
- What are the rules and how can we break them?
- What makes a great strategy and a disastrous strategy?
- How can we fundamentally change the way we think?
- Groupthink and its effect on strategy
- Leadership and strategy
- Strategy-smategy

Do you even know which game  
you are playing?



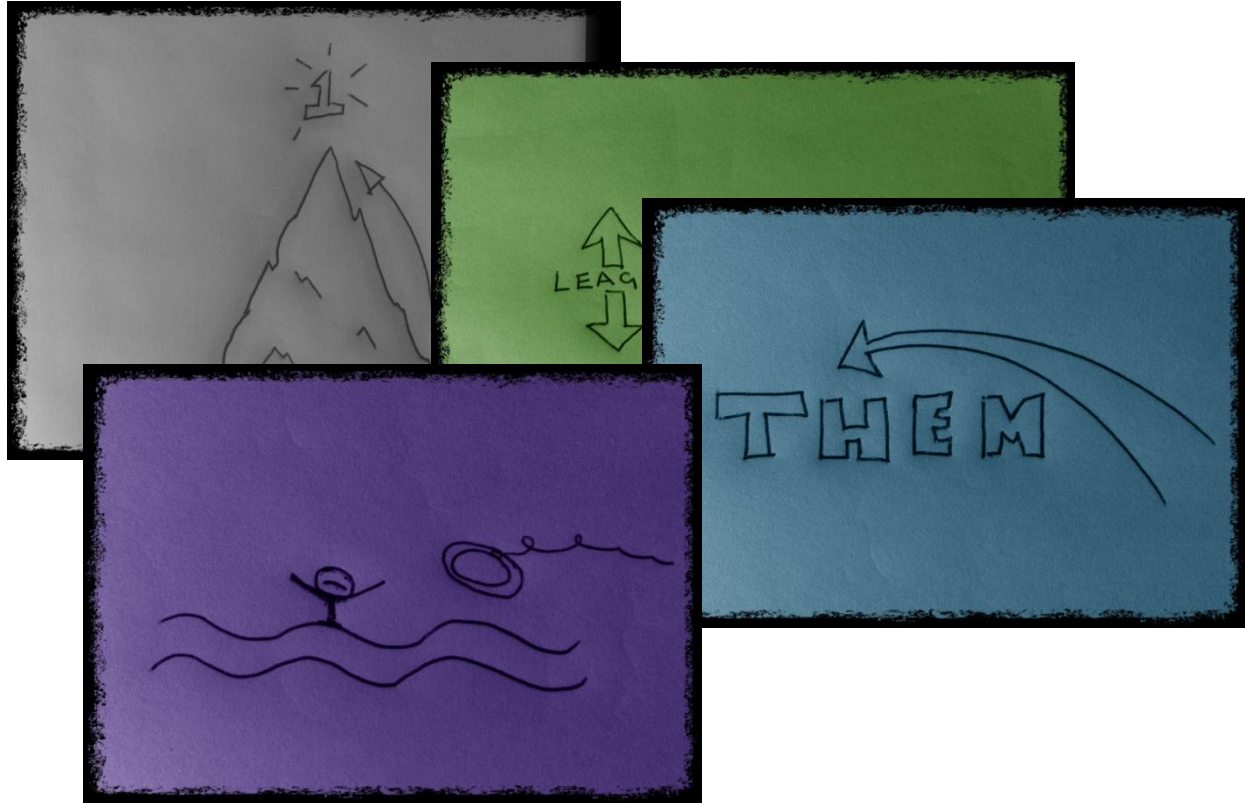


# So, lets see what state your strategy is in!

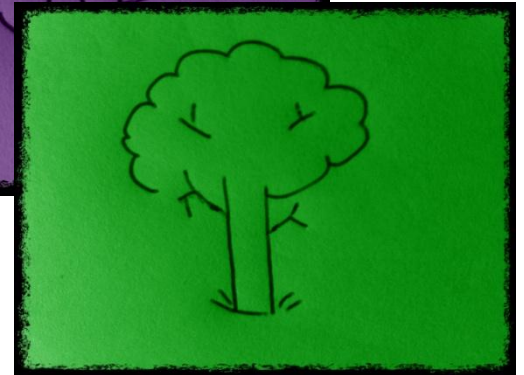
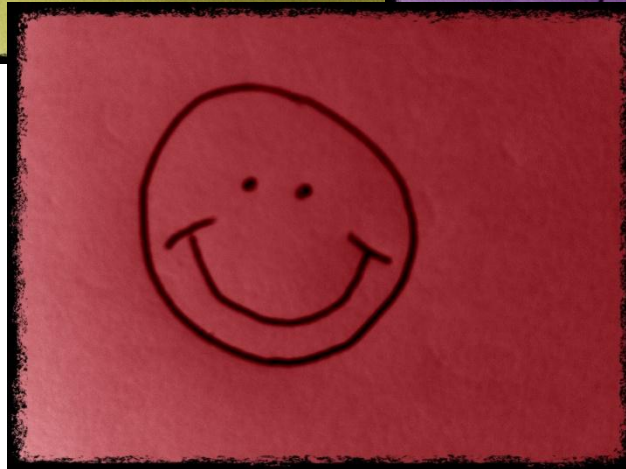
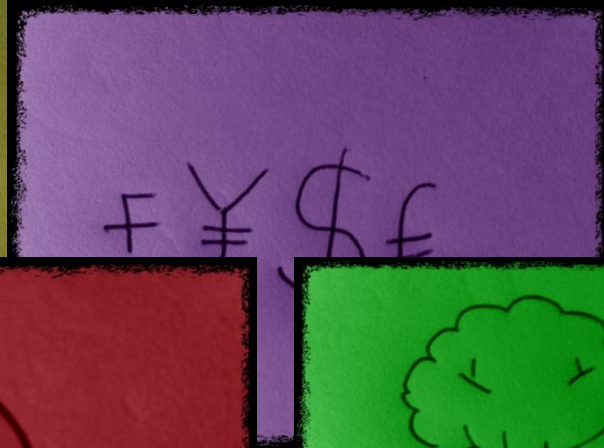
- How many emails in your in box?
- How many meetings a week?
- How many client visits?
- How much marketing budget is used?

And of these which move you forward?

# So what strategies can I have?



# So what strategies can I have?







A few horror stories.....



# 3 Year Plan

Year 1

Year 2

Year 3

1<sup>st</sup> 18 Months

2<sup>nd</sup> 18 Months

1<sup>st</sup> 6 months

2<sup>nd</sup> 6 months

Month  
1

Day 1

# Conclusion

- So strategy is made up of tactics
- And
- Tactics make the strategy
- They are parts of the same thing.
- Chose one and stick to it
- Then DO IT



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