



Overview:

“We meet too often, but we don’t talk enough.” – Anonymous Senior Executive

This quote from a senior executive represents a common sentiment among many leaders, particularly when it comes to the need to discuss strategy.

Many organizations have a history of relegating strategic conversations to mountaintop retreats or protracted planning processes (i.e., multiple meetings). The effective alternative is to create on-going conversations among key individuals. These conversations should be centered on a clear set of priorities and actions. Moreover, they are most useful when there is consensus in the room around common goals and leaders constantly examine and adjust to business realities.



Description: *Making Strategy Accessible and Relevant* challenges participants to explore ways to create strategic conversations at all levels of the organization. The program will introduce and describe strategy in a clear and accessible way. Building on this foundation, participants will learn tested approaches for using measures to communicate strategy throughout the organization and assess performance against long-term goals. Finally, you’ll develop a process to cascade strategy to the front line workers, helping influence the daily decisions that contribute to (or erode) the long-term value of the organization.

Benefits: In one highly-focused, half-day program, you and your team will explore content and best practices of strategic planning case studies, tailored to your organization and industry. The entire session will be interactive with challenging questions to the group and break-out sessions to provide hands-on experience with key concepts. Examples will be drawn from experiences at a variety of corporations, enabling participants to gain:

- A clear understanding of strategy and the role of strategy in a corporate environment
- Leadership’s responsibility to formulate, oversee and communicate strategy
- The role of measures in managing strategy
- Techniques to cascade and communicate strategy throughout business units and teams

Audience: *Making Strategy Accessible and Relevant* is designed for senior managers charged with setting and implementing strategy throughout the organization.

Facilitator:



Guy Hocker

Guy is a facilitator and senior management consultant with the Xavier Leadership Center specializing in helping organizations achieve alignment and growth by applying practical frameworks for strategy implementation. He has worked with executives, high potential leaders, and strategy practitioners within a variety of organizations, including DuPont, JetBlue Airways, AT&T, Scudder Investments, Ernst and Young, and Monsanto. Within the public sector, he has worked with the highest leadership at the FAA and Department of Defense and numerous other agencies on strategy alignment efforts. He is a frequent and highly regarded lecturer at Dartmouth's Amos Tuck School of Business and at NASA.

Guy holds a BS in Electrical Engineering from the United States Air Force Academy as a distinguished graduate and an MS in Operations Research from MIT (Sloan School of Management) as a Draper Laboratory Fellow. Earlier in his career Guy served as an officer in the United States Air Force and UN peacekeeper in sub-Saharan Africa.