



## Strategy and Change Management: Interactive Workshop

We are pleased to bring you the opportunity to participate in an interactive 3 hour workshop with a focus on the issues behind strategy and change management which will be led by Roger Fulford. Roger is an MBA External Examiner and an MBA and MSc Supervisor at various academic institutions as well as a Fellow of the Institute of Leadership and Management, Member of the Chartered Management Institute and Member of the Chartered Institute of Marketing. Roger runs a consultancy business and is a proactive and innovative company director with 20 years strategic, operational and stakeholder experience being a highly experienced negotiator and chairman of cross-functional teams accomplished in managing and developing key accounts and new business globally. He has a Master of Business Administration degree awarded by the University of Leicester and has extensive experience of strategy, marketing, communications and change management having worked at both govt to govt and senior blue chip company level.

### Outline of Interactive Workshop

The session will look at proven management models such as PESTLE, the 7S model, Ansoff model, Porters 5 Forces, Porters Value chain, LEWINS change model and will be delegate led in terms of the outcomes that will be taken away from the workshop.

Being able to formulate and implement an effective strategy is at the heart of all successful businesses. Too often the business environment is faced with many pressures and identifying that a change within an organisation needs to take place is often the easy part, actually ensuring the change as envisaged actually takes place to time and to cost and is fully implemented is not so easy.

Successfully changing the culture of an organisation requires all those involved to recognise the main issues as seen from outside their organisation. Most importantly all people react differently to change. There are a number of reasons why successfully changing the culture of an organisation might be of the utmost importance to the CEO; to reflect more fully the needs of customers or to adopt new working practices are just two of the instances.

The workshop seeks to identify some of the issues faced by those involved in strategy and the change process, the natural barriers that can be presented as a result and how to overcome them using case studies to explore the issues further and an introduction to some of the relevant management theories and practices.

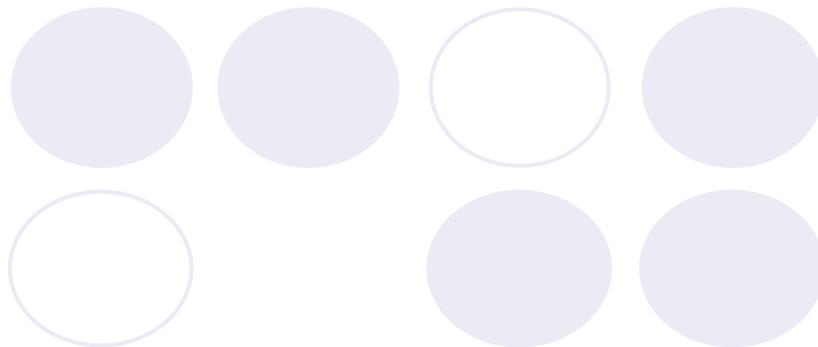
# Strategy and Change Management Workshop

3 hour interactive workshop:

40 minute introduction to the main principles

Facilitated group sessions addressing case studies relevant to the delegates

30 minute close addressing the main learning outcomes



## Learning Outcomes:

### **What is strategy?**

Focus on Porter's management models: 5 Forces, 3 Generic Strategies, Value Chain

### **What other external factors do we need to consider?**

Focus on PESTLE

### **Where are we now?**

Focus on 7S model

### **Where do we want to be?**

Focus on 7S model

### **How do we make the change?**

Focus on LEWIN and the type of change envisaged