WAY TO GET STARTED: CREATE A NEW STRATEGY

Strategy Day

Great ideas are not yet a strategy. A strategy is something the whole organisation can say the same way, and mean.



THE JOB TO BE DONE

Turn your leadership team's best ideas into a coherent, actionable strategy.

WHO IT IS FOR

Leadership teams with great ideas that need converting into a coherent, actionable strategy, one that can be communicated consistently and honestly across the organisation.

HOW IT WORKS

The delivery session is shaped by the TEAM structure:

- **Target.** Who are we aiming to help? Your ideal customer profile or ideal customer problem.
- **Economics.** Do the numbers make sense? Do they stand up to scrutiny?
- **Alternatives.** Why us? Why do anything at all?
- **Moat.** How do we stay around for the long haul?

HOW THE STANDARD VERSION RUNS

BEFORE · HALF A DAY	THE DAY · ONE DAY WITH YOUR LEADERSHIP TEAM	AFTER · HALF A DAY
I prepare so we start from your situation, not a template.	1 Target · 2 Economics · 3 Alternatives · 4 Moat	I follow up after the day.

TWO VERSIONS

Standard version

For a full leadership team.

Two days of my time: half a day preparing, one day with your leadership team, half a day following up.

Your commitment: one day with the leadership team.

£3,000

plus VAT. Two days at £1,500 a day.

Small-team version

A lite TEAM session for a smaller team.

One day of my time: a quarter of a day preparing, a half-day session with your team, a quarter of a day following up.

Your commitment: a half-day session with the team.

£1,500

plus VAT. One day at £1,500 a day.

Both versions are a way into the full Future programme. Day rate: £1,500 per day plus VAT. Travel and accommodation charged at cost.

Book an Explore call

earntheright.uk