

DAY	OBJECTIVE	KEY QUESTIONS	INPUTS
1 Our current position	Define the key issues and opportunities facing the business over the next 1-3 years	<ul style="list-style-type: none"> • What do customers think of us? • How effective is our financial performance? • How attractive are our markets? • How strong are our competitive positions? 	<ul style="list-style-type: none"> • Customer research • Financial reviews • Market assessments • Strategic position assessments • Competitor reviews
2 Future possibilities	Identify growth options beyond the next 3 years	<ul style="list-style-type: none"> • How could our markets evolve? • What new opportunities might be created? • What are the capabilities for future success? • What are the implications for us? 	<ul style="list-style-type: none"> • Market forecasts • Reviews of other, similar markets • Reviews of new, high-growth competitors and 'leading edge' customers • Social and technology trends
3 Setting the direction	Agree our core strategic direction	<ul style="list-style-type: none"> • What are our top goals? What's our #1 goal? • How should our 'playing field' evolve? • How will we win? What are the competitive advantages we need to secure and develop? 	<ul style="list-style-type: none"> • Outputs from the first two days
4 Defining the organisation	Determine the priorities for executive focus	<ul style="list-style-type: none"> • What are the critical organizational capabilities we need to develop? • What kind of talent do we need – now and in the future? • How should we best engage and involve our people? • How will we lead this organization? 	<ul style="list-style-type: none"> • Output from Day 3 • Talent assessments • Organizational engagement scores • Operational scorecards • Future capabilities assessments
5 Shaping the agenda	Determine the priorities for executive focus	<ul style="list-style-type: none"> • What do we need to focus on to deliver our emerging strategy? • What are our executive priorities? • What are the underlying goals, objectives and milestones? • Who will be accountable for delivery? 	<ul style="list-style-type: none"> • Outputs from Day 3 and Day 4 • Talent assessments • Existing performance objectives
6 Preparing for launch	Establish how you will lead and manage the execution of the strategy	<ul style="list-style-type: none"> • How will we communicate, involve and engage our people in the next stage of work? • How will we manage the key programs of activity? • What are the key risks of this strategy and how will we manage them? • Are we fully aligned on our new strategy and next steps? 	<ul style="list-style-type: none"> • Outputs from Day 3, 4 and 5 • Program management best practices • Communication and engagement best practices