



10 big questions to ask during a strategy workshop

At Strategic Facilitators, we help our clients build purposive engaging agendas and session plans to ensure workshops have the desired results.

We have built strategic questions into these agendas for nearly two decades. We offer the following 'top ten list' of strategic questions, inspired by Chris Bradley and colleagues (2012), Roger Martin (2014), Ken Favaro (2013), Richard Rumelt (2011), Jack Welch (2005) and Dana O'Donovan & Noah Rimland Flower (2013), and our own work with more than 100 organisations.

	Questions
1	Why do we do what we do? What's the problem or opportunity in the world with which we are engaging?
2	Who are our primary customers?
3	What do we want to be famous for?
4	Where will we compete, specifically?
5	What is our winning move/s?
6	How will we add value to our stakeholders?
7	How does our strategy rest on insight that only we have?
8	How does our strategy put us ahead of the market?
9	What capabilities do we need to be successful in the future?
10	What could a competitor do to hurt us?

Sources

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want to know more?

For full advice on running a workshop or offsite that will suit your individual requirements please contact:

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