



Expert facilitation: The key to a successful workshop

Expert facilitation is key to the success of any workshop. At Strategic Facilitators we help guide conversations and get participants to an outcome that they own and believe in.

Our deep experience in strategy and planning workshops means we can utilise a range of approaches, frameworks and resources tailored specifically for each group. Our experience also allows for flexibility during a session; we can quickly adapt or change our approach 'on the hop' if the direction of the conversation demands it.

What makes Strategic Facilitators approach so successful?



Introduction

We recently facilitated a strategy workshop for The Abbotsford Convent Foundation (ACF), a not-for-profit organisation that owns and operates the Abbotsford Convent on behalf of the public.

This workshop 'kicked off' ACF's strategy and planning process.

Workshop objectives

The purpose of the workshop was to define what a sustainable Convent looks like in 2025, articulate the strategy for the next 3-5 years and determine what capabilities and resources are needed to execute the strategy.

Strategy frameworks

At Strategic Facilitators we have had much success in defining clients' long-term strategies using different frameworks. For ACF, we helped the board and executive to create ACF's strategy statement by employing a framework developed by Collis and Rukstad (2008).

Many organisations cannot summarise their strategy in a short statement. In our experience, it can be helpful to develop a short strategy statement, or game plan for the next three to five years, to guide decision making, force choice and drive action. Strategy statements go to an organisation's primary objective, scope of operations and advantage or differentiation as shown in the following chart. The chart also contextualises a strategy statement among other company statements.

A Hierarchy of Company Statements

Organizational direction comes in several forms. The mission statement is your loftiest guiding light—and your least specific. As you work your way down the hierarchy, the statements become more concrete, practical, and ultimately unique. No other company will have the same strategy statement, which defines your competitive advantage, or balanced scorecard, which tracks how you implement your particular strategy.

MISSION
 Why we exist

VALUES
 What we believe in and how we will behave

VISION
 What we want to be

STRATEGY
 What our competitive game plan will be

BALANCED SCORECARD
 How we will monitor and implement that plan

The **BASIC ELEMENTS** of a Strategy Statement

OBJECTIVE = Ends

SCOPE = Domain

ADVANTAGE = Means

Source: Collis, D & Rukstad, M 2008, 'Can you say what your strategy is?', Harvard Business Review, April, pp. 39-44.

The outcomes

The ACF board articulated the organisation's vision for 2025 across four key dimensions; they drafted a strategy statement that will guide their work over the next three to five years; they identified what capabilities they will need in order to execute that strategy and how they will allocate resources and; and they identified clear next steps in the strategy and planning process.

Client feedback



'This is the best strategy session we ever had'

Workshop participant

want to know more?

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