



## Ten key factors to running successful strategy workshops



1	<b>Use the 7-P's as a starting point</b>	Consider participants, purpose, process, product, preparation, place, pathway when preparing for your workshop.
2	<b>Over-invest</b>	Invest early in agenda setting and session planning.
3	<b>Run it like a project</b>	Have clear expected outcomes, strong governance, unambiguous scope, appropriate resources.
4	<b>Keep it simple</b>	Keep the process – if not the content – simple.
5	<b>Allow for an element of 'open space'</b>	Don't manage every minute of the agenda – allow enough time for free flowing, relevant conversations.
6	<b>Engage participants in the lead up</b>	How do they conceptualise the strategic challenge at hand, what frameworks do they favour? How can you prepare participants to make a meaningful, informed contribution?
7	<b>Set expectations prior to the day</b>	Set the workshop expectations in pre-reading/pre-work to ensure everyone has a clear understanding of how the day will progress and inputs required.
8	<b>Understand the value of data</b>	Undertaking robust analyses is critical for clients to build an evidence base and reference point when engaging in strategic discussions.
9	<b>Plan for a strong finish and follow-up</b>	What are the next steps? Who is responsible? How will we measure success?
10	<b>Engage a content-orientated facilitator</b>	A facilitator who understands strategy and has the ability to work with you to steer your thinking and ensure your best path forward is discovered is essential.

Source: Strategic Facilitators 2018

**want to know more?**

If you would like Strategic Facilitators to help you run a successful strategy offsite, contact **Lauren Spiteri**:

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