

“STRATEGIC LADDER Workshop[©]”

A fully structured process for the complete analysis and identification of the current situation, leading to participants setting their Business Objectives, Strategies & Plans.

WORKSHOP OBJECTIVES

- To understand a structured process for an effective and logical approach for devising and setting the organisation’s forward Plan.
- To improve the identification and achievement of business opportunities and to be more effective in resolving critical business problems.
- To develop the required skills in the utilisation of the STRATEGIC LADDER[©] process and the full range of applicability, so that the process can be regularly applied back at the place of work.
- To work closely with a cross-functional organisation team on the discussing, agreeing, devising and producing of a Business Plan.
- RSA to assist and facilitate with participants so that they feel comfortable with the language associated with business strategy and can apply it practically, within their organisational roles.
- To have a very beneficial and demanding, but enjoyable, business training and development experience.



RSA VISION STATEMENT

“To be the most valued by those who most value high quality business training”

YOUR QUESTIONS ANSWERED

Who will Benefit?

- Middle and Senior Management, from the organisation, whose role involves analysing complex data, often to conclude with the devising, presenting and getting approved, Objectives, Strategies and Activity Plans for the development of the business.
- Ideally, for the maximum company benefit, there should be participant representatives from the key functions of general management, marketing, sales, production, human resources and finance.

Attendance Numbers?

- From 3 up to maximum of 15



Length of Programme?

- The content, as outlined, will take a consecutive day and a half.

Programme Venue?

- Client’s decision and cost, but ideally off-site.
- RSA will provide Seminar Planning Guidelines Checklist and a suggested participant’s Joining Letter.

What learning methods are used?

- Workshop is focussed on the forward planning for the Client’s business, but other case studies will be shared to maximise learning.
- The Workshop is very intensive and demanding and may require some work in the evening and in preparation prior to the Workshop.
- All RSA business training is delivered on a totally confidential in-company basis and a Confidentiality Agreement will be signed if required.
- Process summary handouts of presentation slides are issued after each training session in RSA Workshop binders.
- Participant Workshop evaluations are completed at end of Programme.

WHO WILL LEAD AND DELIVER THE WORKSHOP?



Richard Suthons

All RSA marketing training is devised, produced and delivered by Richard Suthons, Managing Consultant of Richard Suthons Associates.

Richard founded RSA in August 1994, following over 25 years senior marketing experience with Cadbury Schweppes, Kenco Coffee, Premier Brands, General Foods, Kraft Foods and Maxpax International.

Richard is a highly experienced and skilled marketing training consultant, who has now delivered 400+ marketing Workshops in the UK, USA, Europe, Asia, Middle East and Africa, to 3,200+ marketers, from 74 countries. This equates to 8,200+ delegate-training days, from 50+ major companies, with an average 93%+ “Very Good” participant evaluation return.

Richard is a Chartered Marketer of the Chartered Institute of Marketing, Member of the Institute of Directors, Member of the Institute of Management Consultancy and Member of the Chamber of Commerce.



WHAT WILL PARTICIPANTS GAIN FROM THIS WORKSHOP?

WORKSHOP OVERVIEW:

- The Workshop will explain and provide a logical template for analysing your current Business Situation and S.W.O.T. summary. This will then direct the business in devising key Objectives, Strategies, Plans, Execution and Tracking – to most effectively achieve the agreed Business Problem or Opportunity Statement.
- Participants will apply the STRATEGIC LADDER[®] process to their own organisation and produce a draft Business Plan.

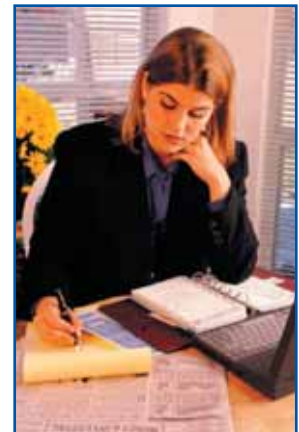


DAY #1 OUTLINE OF CONTENT COVERED:

- Introduction
- Workshop Outcome
- Process Definition
- Summary Overview
- Situation Analysis:
 - Agreeing Problem/Opportunity Statement
 - Agreeing Frame of Reference:
 - The Product Life Cycle
- External Components:
 - Business/Market Environment
 - Competition
 - Customer/Trade
 - Consumer/End User
- Internal Components
 - Finance
 - Profitability
 - Marketing
 - Operations
 - Sales
 - Technology/R&D/IT
 - Human Resources
 - Organisation Dynamics/Culture
- Integration & Summarising:
 - Strengths; Weaknesses; Opportunities; Threats
 - Key Points to Leverage
 - Business Problems
 - Significant Competitor Advantages

DAY #2 - OUTLINE OF CONTENT COVERED:

- Objectives understanding:
 - Setting S.M.A.R.T. Objectives
 - What should be included?
- Strategy understanding:
 - How to create strong Strategies
- Plans & Activity setting:
 - Plans template
 - Setting Budgets
 - 12 elements of Marketing Plan
- Execution
- Tracking & Measuring
- Strategic Ladder Success Factors & Checklist
- Presenting the Plan
- Final Workshop Summary & Comments
- Agree Next Steps



WHAT DO SOME CLIENTS SAY ABOUT RSA? . . .

"The courses that you give within the Region are truly inspirational and do an enormous amount of good in raising our standards to the level at which we can genuinely aspire to win in our very competitive markets. Thanks once again."
REGIONAL MANAGING DIRECTOR – of leading global confectionery business

"Thank you very much again for your excellent contribution. I am sure that the team is now highly motivated to apply what we have learned from the training experience."
CENTRAL EUROPE MARKETING DIRECTOR – of fast expanding global wines and spirits business

"I would like to put on record my appreciation of your efforts, over the past six months, with the development of our export strategy. The team have welcomed your open and down to earth business approach and you have won their confidence. Once again, thank you for all your help"
EXPORT DIRECTOR - of winning "Queen's Award for Exporting" international dairy food company.

"Thanks again for the thoroughness of your training work and all the energy and effort you have put into running the programme successfully."
HEAD OF EDUCATIONAL & STAFF DEVELOPMENT – at leading UK University

"I believe that the experience of working together on developing our strategy was particularly invaluable. The sessions were thought provoking and have helped reinforce our need to be more focused."
ACTING REGIONAL EXECUTIVE DIRECTOR – for UK Government learning, skills and education agency.

"Thanks for everything"
HEAD OF NON FINANCIAL & TRAVEL SERVICES – for leading UK high street bank

"We train the marketing teams to meet the challenges of tomorrow – your success is our success"
RICHARD SUTHONS