

Come Prepared With a Specific Strategy to Work On

To save time and increase the value of the Essence of Strategy® workshop, I strongly encourage you to come prepared with a written statement of one strategy you plan to execute in the foreseeable future or one in the early stages of execution. All the exercises you'll do during the workshop will be based on this single strategy that is important to you. I encourage you to visit www.sherrin.com/convene for additional tools to help you write your statement.

WHY THE ADDITIONAL TOOLS? When I ask leaders to tell me their strategy, they often tell me their objective... The "What." You'll get more value from this session if you have a deeper understanding of and come prepared with a **clearly articulated** statement of one of the ways (...The "How") you plan to achieve your objective.

The "What"

EX) Increase market share in our infant devices segment to at least 25% by end of 2025 fiscal year



The "How"

EX) Make strategic acquisitions of companies with established distribution channels to expand our reach

Objective



Strategy

Your Objective:



Your Strategy:
