



Strategy Evaluation

We live in a world where data, and the tools to analyse and visualise it are increasingly becoming accessible to organisations. The hype around such tools can often mask the fact that, in the end, strategy decisions are choices made by humans. This masterclass returns to the basics of what constitutes good strategy. It aims to familiarise participants with a powerful framework that will allow them to identify a bad strategy when they see one, recognise what makes good strategy effective, and enhance the quality of strategic decision-making in their organisations (and in their personal lives).

Recommended audience

This masterclass is designed for established and emerging leaders for whom 'formulating strategy' is (or will be) part of their job profile.

Key benefits

By the end of this masterclass, participants will be able to:

- Appraise and articulate what strategy really is
- Apply Rumelt's framework to formulate good strategy
- Create a good strategy for their organisation

Topics to be covered

- Identification and evaluation of good strategy
- What makes good strategy effective
- Rumelt's framework for good strategy

Length of session

One half-day of combined short interactive lectures and group discussions

