The Strategy Forum is an applications-based workshop for business leaders responsible for achieving clarity, credibility and sustainability of their organizational strategy. Each morning of the forum, participants are guided through case studies, frameworks and activities to assist them in the process of building or refining their strategy. A peer council will challenge and test amended strategies at the end of each day. To conclude the forum, each organization will present its revised strategy statement to forum participants for peer review and feedback from other executives.

Forum Objectives

Before the forum begins, participants will draft an initial strategy for their individual organizations. Here, executives will begin the process of looking beyond mission, vision and values—to the strategy of their organizations.

During the forum, participants will be led through four case studies accompanied by application and coaching sessions. The case topics include:

- Situational analysis
- Competitor profiling & intelligence
- Value proposition & strategic activities
- Balanced scorecard

After the forum concludes, participants will present revised strategies to various groups within their individual organizations for feedback and further refining. Here, executives will begin the process of intentionally building and sustaining competitive advantage through clearly defined strategies.

Executive Collaboration

Because strategy development and execution is a team effort, requiring multiple perspectives and alignment across all executives and the organization as a whole, participating organizations are strongly encouraged to register at least two senior managers.

DISCUSSION LEADERS

- **Greg Flint**  
  President/Chief Operating Officer, Coldspring  
  Forum Leader

- **Joanne Kudrna**  
  Director of Strategy Services, Granite Equity Partners

- **Amy Fredin**  
  Associate Professor of Accounting, St. Cloud State University

- **Eric Nicholson**  
  Managing Director, BMO Capital Markets

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