

STRATEGY FORUM

Available as a private forum for your team and as a public forum in some calendar years.

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



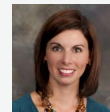
Greg Flint

President/Chief Operating Officer,
Coldspring
Forum Leader



Joanne Kudrna

Director of Strategy Services,
Granite Equity Partners



Amy Fredin

Professor of Accounting,
St. Cloud State University



Eric Nicholson

Managing Director, BMO Capital Markets

Teaching Team

The Teaching Team for the Strategy Forum is comprised of certified Discussion Leaders with backgrounds in the specific topics being covered in each case. This teaching team brings a wealth of experience from the business world, and experience in facilitating cases for Anderson Center.

Contact **Rebecca Clobes**, Leadership Development Business Partner,
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