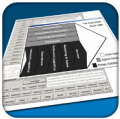


ANDERSON CENTER

STRATEGY  
FORUM

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 five-day 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. In some cases, it would be ideal to register three or four participants from the same organization, to include the core team that develops strategy and oversees its execution.

### 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 the Anderson Center. View biographies on our teaching team at: [www.anderson-center.org](http://www.anderson-center.org)



Forum Leader  
Greg Flint



Discussion Leader  
Joanne Kudrna



Discussion Leader  
Amy Fredin



Discussion Leader  
Eric Nicholson

### Forum Fees

We have structured our fees to encourage collaboration and participation by multiple members from the same organization. The fee for the 5 day Strategy Forum is \$5,000 for the first participant from each organization. The fee for the second participant from the same organization will be \$4,000, and any additional participants from the same business are welcome at a rate of \$3,000 per participant. The fee covers tuition, course materials, meals and lodging. Nonprofit organizations receive a 20% discount. Individuals and small or early-stage organizations interested in attending an Anderson Center Forum with limited ability to pay, should inquire about scholarship opportunities.

### Contact and Registration Information:

For questions regarding the Strategy Forum contact Rebecca Gross, Business Development Manager:

[rebecca@anderson-center.org](mailto:rebecca@anderson-center.org)  
320.251.5420

For registration information visit:

[www.anderson-center.org](http://www.anderson-center.org)



ANDERSON CENTER  
MANAGEMENT AND LEADERSHIP DEVELOPMENT

*"The Strategy Forum was one of the best learning experiences that I've participated in. The learn-do-review model created an active learning environment that allowed me to refine our organization's strategy."*

Greg Windfeldt, CEO, Preferred Credit