



MITCHELL PHOENIX

Strategic Thought and Action

Developing core business strengths

## **A unique, structured, and flexible development programme for CEOs, MDs and executives wishing to develop skill, strength & confidence in deploying effective business strategy**

### **Strategic Thinking – How do we turn future vision into business reality?**

A vision of how we can change our future is the start point for strategic thinking. How is this mobilized and how do we create a plan the whole organisation can believe in and work towards? It is common for management teams to lack the tools and necessary skills to bridge the gap between strategic vision and implementation.

This strategic development programme addresses this and equips you and your management team with the skills necessary to execute effective strategies.

### **Strategic Planning – Taking the organisation beyond tactical business planning**

Most organisations have business planning processes but, strategic decisions place a far greater demand on the business, requiring operational executives to act more dynamically than conventional planning processes allow. In addition, executing strategic decisions demands more from your people and resources.

Strategic action requires managers to act with greater strength, purpose, pace and confidence. Your executive team will need to be equipped with greater skill.

This *Mitchell Phoenix* programme will show how to formulate strategy, create a robust and dynamic plan and provide a framework in which your team can operate consistently in the long-term.

### **Strategic Action – How do you create an organisation that thinks and acts strategically?**

Strategic decisions demand a great deal more from your management teams at all levels. The concept of strategic engagement is often treated as a 'senior level only' prerogative. This misses a fundamental competitive advantage of strategic thinking: That people can act strategically and effectively at all levels. Why doesn't this happen now?

Organisations rarely invest in this, preferring to keep strategy at a senior level.

## **Mitchell Phoenix Strategy-Development Programme:**

**Strategic Thinking, Decision-Making and Action** – Through this programme, you and your organisation will refresh and acquire the tools needed for effective strategic planning. You will build confidence and skill as a team, able to set out clear long-term objectives and develop robust processes to meet your strategies

**Management Team Performance** – The programme will help build a capable management team, appropriately structured and well motivated, to think strategically at multiple levels, implement strategy and achieve your long-term objectives

**Process Building** – The programme will provide guidance and practical solutions for creating good business processes and information systems – both to run the business, and to provide feedback on how well it is performing

### **Objectives: Live application of strategic theories to your business – visible results and measurable output**

- Each delegate will develop his or her ability to think strategically, and to successfully implement strategic changes within their respective business
- Theoretical concepts developed in the seminar room will be taken away between each day and applied directly to each business. In this way, each delegate builds skill and confidence while applying ideas to their own business. The environment will be challenging and supportive
- A key part of the development process will be the opportunity to interact with peer delegates from other organisations

### **Unique Structure: A four day programme, one day each month, comprising:**

Formal management development – four one day seminars

One to one telephone support on company specific issues – each individual will benefit from two telephone consultancy sessions

The opportunity to meet and interact with executives from other businesses.

Full peer-group strategic review

## Programme Outline

### **Seminar One - Mastering strategic thinking**

Defining a strategic purpose for management and the organisation  
The role, needs and objectives of management and other stakeholders  
Understanding the language of strategy and its value  
Defining your business in strategic terms  
The principal challenge of market dynamism and how to manage it  
Building strategic focus  
When does strategy become effective? Using a strategic planning template  
Creating the right processes for strategic thinking and formulation

*Over the next month, between seminars one and two, each delegate will work on their strategy project, with support from the programme director*

### **Seminar Two – Building strategic processes**

Review of progress – delegates report progress and results back to the group  
How much competition? And who has the power in your market?  
Entering new markets and defending your position in old  
Recognising the make-up of winning strategies  
The value added chain – how to create and retain value  
Where are you? Customer or product/service focused?  
The importance and place for creativity in strategic thought and action

*Over the next month, between seminars two and three, each delegate will work on their strategy project, with support from the programme director*

### **Seminar Three – Building an organisation that thinks and acts strategically**

Review of progress – delegates report progress and results back to the group – peer group review of results and actions taken, and new decisions yet to be made  
Creating strategies for growth – identifying and managing risk  
Strategic resources – quality and concentration  
The challenge of strategic change  
Aligning the organisation with strategic needs – strategy, structure and culture  
Why strategies fail – process, outcome and implementation  
Surviving contact with the enemy  
The complete strategic plan

*Over the next month, between seminars three and four, each delegate will complete their strategy project*

### **Seminar Four – Delivery against plan**

Different strategies and how they work  
Strategic personal leadership – walking the talk – leading from the front  
Carrying the support of key stakeholders  
**How good is your strategy? – The delegates carry out a simulated CEO review**  
Presenting your plan successfully to multiple audiences  
How much should you communicate?  
How to review and critique strategy  
Building personal reserves  
Final decisions on implementation

**Facilitation: Dr Richard Atkinson** - Experienced former Chief Executive and Managing Director.

Richard has 22 years of experience steering blue-chip companies as CEO, helping small to medium sized enterprises develop strategy and building businesses from the ground up.

During a successful career, he underwent formal training in management and strategy at the University of Cambridge; University of Michigan Business School; London Business School; University of Aston Business School.

**Format** Four one day seminars spread over 4 months

**Investment**

**London** £5750.00 each place

**New York** \$9750.00 each place

**Sample Client list**

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|-------------------------|--------------------------------|----------------------------|
| AALCO                   | The Imaginative Traveller      | RSA Search & Selection     |
| Amscan International    | International Business Systems | Responsive Designs         |
| Arcade Inc              | J P Knight                     | Safeonline                 |
| Amari                   | Jackson Civil Engineering      | Sepura Limited             |
| Amlin plc               | John While Springs             | Schlumberger               |
| AMS Group plc           | Kamtronics                     | Software Radio Technology  |
| Asia Images             | Kier Build                     | Sola Optical               |
| Aspect Capital          | Lansing Linde                  | STA Travel Group           |
| Bowthorpe Group         | Laporte Interlox               | ATI/Sermatech              |
| Burton Menswear         | LaserCom UK                    | Stanley Europe             |
| Canon Europe            | linpac Environmental           | Stannah UK                 |
| Canopus                 | LogicaCMG                      | Steria France              |
| Densitron               | London Ambulance Service       | Syndesis                   |
| Devlin Electronics      | Marchant Manufacturing         | Titus International        |
| Man Group               | Measurement Technology         | Toymaster                  |
| EBC Group               | McCormick Spices               | Travelmood                 |
| European Colour         | Microsoft Limited              | Tyton Hellerman            |
| Eve Group               | Midwich Group                  | Unicorn International      |
| Eveden Limited          | Moduslink                      | United Coop Travel Group   |
| Ferring Pharmaceuticals | Mothercare UK                  | Veritas DGC                |
| Grain Framers           | MPS Group                      | Vodafone Corporate         |
| Halo Foods              | NFU Mutual                     | Volvo Financial            |
| House of Fraser         | Pall Medical                   | Warner (Midlands)          |
| Humberside Police Force | Penhaligons                    | Watts International        |
| Hunterskil Howard       | Phonographic Performance (PPL) | Westferry Printers Limited |
| HSBC                    | Protimeter                     | Wilcon Homes               |
| InHealth Group          | ReD                            | York International         |

**Our Programmes**

All of Mitchell Phoenix's programmes deliver the following benefits:

**Business results from this programme** – our unique one day-a-month programmes enable delegates to deploy theory and ideas into their business environment – immediately. With a peer-reviewed report back on each month's activity, your delegates build a portfolio of measurable business results.

**Delegates gain strength and confidence to think and act** – your delegates work with ideas and concepts in their working environment. By building on the ideas month by month and achieving success based on their results, your business benefits from secure learning transfer and delegates build confidence and strength – personally and corporately as a team.

**Highly commercial** – we help you and your organisation create a consistent business framework and common language. Our programmes are based on ideas that have universal application enabling you to form a core set of business strengths – needed at the heart of every organisation.

**Bridging the gap between knowledge and action** – We aim to close the gap between the management knowledge and the actions that are taken. Your organisation can expect: Faster deployment of ideas, better decisions, more secure communication, involvement at all levels, more constructive delegation and, consequently; **better business results.**

**London**

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