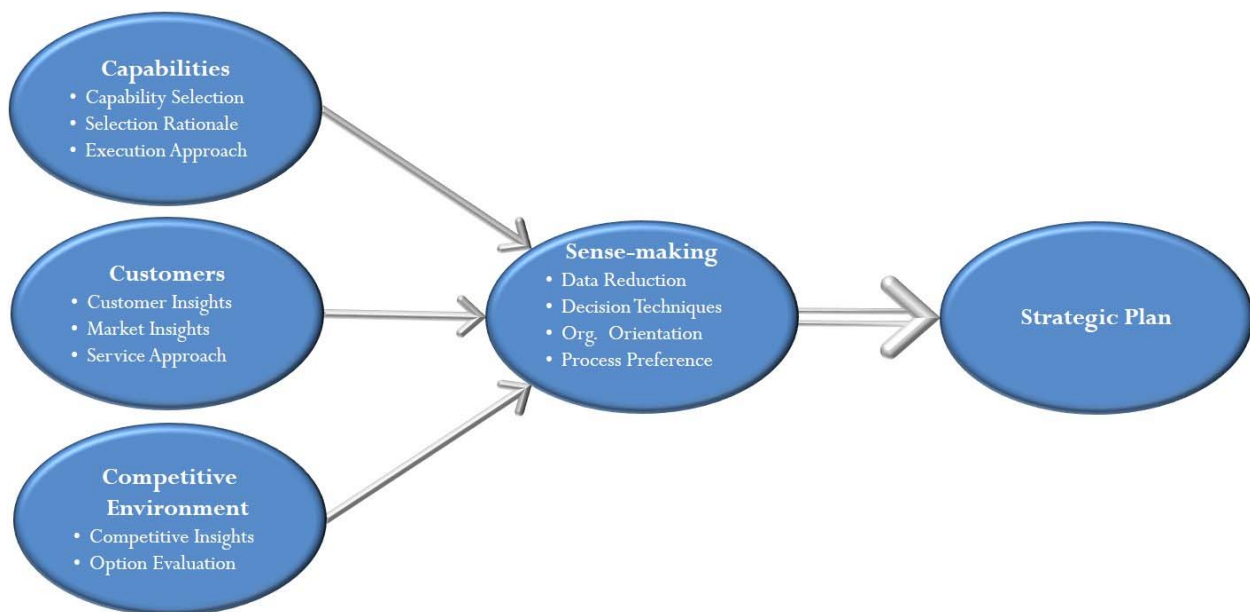


Systems Thinking Strategy Workshop

Does your organization have the right strategy?

The right strategy can drive success for an organization, and prosperity for the people in it. The wrong strategy can spell disaster. Crafting an effective strategic plan can be time intensive and expensive, especially for organizations that do not understand what strategy is or have a process for developing them. Strategy is about understanding a business's entire ecosystem, and creating situations that allow organizations to be successful. Strategic planning is about documenting the components of that ecosystem and making decisions about where to focus your efforts.

The *Systems Thinking Strategy Workshop* is an affordable, research-based, and holistic approach to strategic planning that incorporates information about your Capabilities, Customers, and the Competitive Environment into a sense-making process that enables effective decisions for your business goals.



This 2 1/2-day workshop focuses on understanding what strategy truly is, what your organization's Capabilities are, what your Customers need, and how Competitors impact your business. We then use the principles of systems thinking to make sense of these data points. The results are actionable insights your organization can use to begin making immediate changes that drive measurable results.

Organizational Outcomes: Identification of Organizational Capabilities, Customer Needs, and the Competitive Environment, Systems Thinking Strategy Playbook (developed from Systems Thinking Strategy Workbooks), Prioritization of Strategic Options

Individual Outcomes: Systems Thinking Strategy Workbook (completed during the session), Signed Copy of Systems Thinking Strategy

Learn more at www.jimmybrownphd.com or call 501-588-1930