

Organizations cannot effectively plan and make decisions regarding critical initiatives without factoring in the external environment. Conducting business strategy games and scenario planning workshops is a proven, insightful and cost-effective method for considering external factors and identifying blind spots.

Since 1988, Fletcher/CSI has provided many of the Global Fortune 500 companies with strategy workshop planning, facilitation, competitor research, materials, and post-event battlecards/follow up. Our team of very skilled facilitators combined with our unique process allows you to quickly harness and process information discovered in the strategy workshops, then clarify and focus on implementing tactical and strategic initiatives that will help you to succeed in your marketplace.

**Strategy Workshops**  
Training, Planning, and Facilitation

**Research and Preparation of**  
Competitor Briefing Books and Battle Cards



The collage displays several key components of Fletcher/CSI's strategy workshop process:

- SWOT Template:** A structured grid for identifying Strengths, Weaknesses, Opportunities, and Threats.
- Five Forces Analysis:** A diagram and text explaining Porter's Five Forces to assess industry profitability.
- Competitive Threat Matrix:** A 3x3 matrix mapping competitors based on their competitive advantage and market position.
- War Game Action Items Summary:** A summary of strategic actions for Client A, categorized by competitive threat (Agile innovation, Relationship, Price) and Client A's response (Imitation, Copy, Price reductions).
- Call Point Strategy:** A framework for identifying key factors and solutions for different customer segments.
- Competitor Briefing Books:** Detailed reports on competitors like 'Competitor O', including their sales force strategy and customer segmentation.