

Timing	Activity	Description	
1st Session	9:00 to 9:15	Session welcome and overview	Introduction of presenters/facilitators, session approach, purpose, goals/objectives of workshop
	9:15 to 9:45	Introduction of breakout session	Introduction of breakout session, division of teams, ground rules, tools, strategic situation, and ideal outcomes
	9:45 to 11:00	Team breakouts	Teams break to conduct an exercise that will help them “be the competitor” and work through the situation and industry opportunity. Outcomes will include a description of the company’s strategy for the ____ industry, product differentiators, company culture, capacities, capabilities, etc. This exercise helps set the stage for strategic thinking and specific implications for creating stronger business results
	11:00 to 11:15	BREAK	
	11:15 to 12:30	Presentation to the large group and working lunch	Working Lunch – Teams present their findings to the group with questions from moderator, and other team members present to team at the end of the team presentation
	12:30 to 12:45	BREAK	
	2nd Session	12:45 to 2:00	2 nd team breakout
2:00 to 3:30		Presentation to large group	Teams to present to entire group. Group questions and critique of the presentation and group selection of the most likely strategy for each company
3:30 to 4:00		Wrap-Up (15 minutes)	Final question and answer period, session evaluation, wrap-up learnings, and next steps for tomorrow
4:00 to 6:00		BREAK	
Evening Event	6:00 Onward	Dinner/socialization time	Everyone meets for cocktail hour/dinner. A strategic thinking game will be suggested as a tool to continue the focus on the task.



Timing	Activity	Description	
2nd Day Session	9:00 to 9:30	Overview of first day	Overview of discussions, major findings/discoveries, and notable events from day one's discussion
	9:30 to 10:00	Introduction of next session	Introduction of final session guidelines and how to develop a robust strategy for Company
	10:00 to 12:00	Final session (everyone puts on the company hat)	All competitor teams now morph back into a single Company team where they review most likely strategies and tactics, greatest threats, likely moves from each of the other companies, and develop a strategy to offset threats, take advantage of opportunities, and to counter the strategies of other companies in the industry Specific strategies will be discussed and recorded
Event Wrap-up	12:00 to 12:15	Event wrap-up	War game event summary by Fletcher/CSI & Company sponsor/upper manager
	12:15 to 1:00	Lunch (optional)	Lunch before everyone leaves

