



Virtual Strategy Workshops

by Fletcher/CSI



There are plenty of reasons to invest in virtual competitor simulations, these are just a few benefits the client receives when choosing to hold a virtual workshop: flexible scheduling, excellent cost/benefits, and endless possibilities of strategy development.

Virtual Strategy Workshops: What's in it for you?



Time and Opportunity Cost Savings: Your **team members will save hours if not days** because they do not need to waste time traveling, instead they have a finite amount of hours set aside to complete the task. This allows them to quickly get back to their daily jobs and responsibilities



Cost Savings: Your organization will **save thousands of dollars** not having to incur costs associated with venue rental, travel expenses, lodging, and meals



Wider Participant Inclusion: Holding virtual workshops **allows for greater participation** of associates located in far-reaching geographic areas



More focused: Participants **focus on the task at hand** knowing they have a designated time frame to complete the task. This keeps them from being distracted by other business matters or interruptions



More Productive: Strategy tools utilized in the virtual workshop allow the **teams to quickly think through competitors' strategies**, document them in real time, and have the ability to share with all virtual workshop team members



Better Representation: Technology tools utilized in the virtual workshop allows **all team members to express their views easily** by participating in **quick online polling**



Win the Market: Very effective way to **bring together your top people** to quickly think through forthcoming market and competitive challenges and **set forth strategies to win in the marketplace**

What goes into planning and executing a virtual strategy workshop?

Alignment meetings, logistics planning, preparation of materials, event rehearsals, workshop execution, and development of strategic actions and final report.

18+: tele and video conference calls

between client core team and all Fletcher/CSI facilitators

Kickoff: define the objective & timing



Select participants/assign teams

Review virtual format, select video conference tool



Share market and competitor analysis

100+: custom slides or pages created

PowerPoint slides, Excel sheets, Email Letters

Kickoff Deck/ Workshop Checklist



Email Invitations

Briefing Books



Final Report

100's of hours over months of planning:

All supported by Fletcher/CSI CEO, VP, Team Lead, Project Manager, Senior Analysts, and Analysts



Includes sharing previously collected intelligence, primary and secondary research, coordination of materials preparation, and planning workshop logistics

1-hour prep, 1-day workshop for participants: execution and facilitation

Training/ Introduction



6+ hours intensive competitor simulation intro, strategy exercises, voting, and open discussion

Facilitated Breakout Groups



Strategic Actions:
Developed and prioritized by participants



Implementation Guides:
If needed, assistance with delegation, measurement, reprioritization of task



Best Practice:
Serve as a model for other lines of business/brands



Recommended Next Steps:
Fletcher/CSI will advise on actions needed to support implementation



Workshop Champion:
Kudos to you upon a successful workshop completion!

Start Improving Your Strategy Today!



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