The second day:

Continued working towards a strategy:

- Identifying strengths, needs and challenges of target groups
- Cased study Germany
- Identifying strategic goals
- “Battle of strategic goals” and fish bowl
- Further developing the strategic goals and drawing up an action plan
The strategy process – creating it

Creative process

STRATEGIC GOALS

ACTIONS/ACTIVITIES
THE CREATIVE PROCESS
THIS IS AWESOME
THIS IS TRICKY
THIS IS SHIT
I AM SHIT
THIS MIGHT BE OK
THIS IS AWESOME
How to make strategies work and how to keep them alive

• Strategy as *involvement* –
active co-creation of strategy

• Strategy as *action* –
establishing a purpose and a sense of direction

-> Reality check: operating environment, core skills/competences, organisational culture