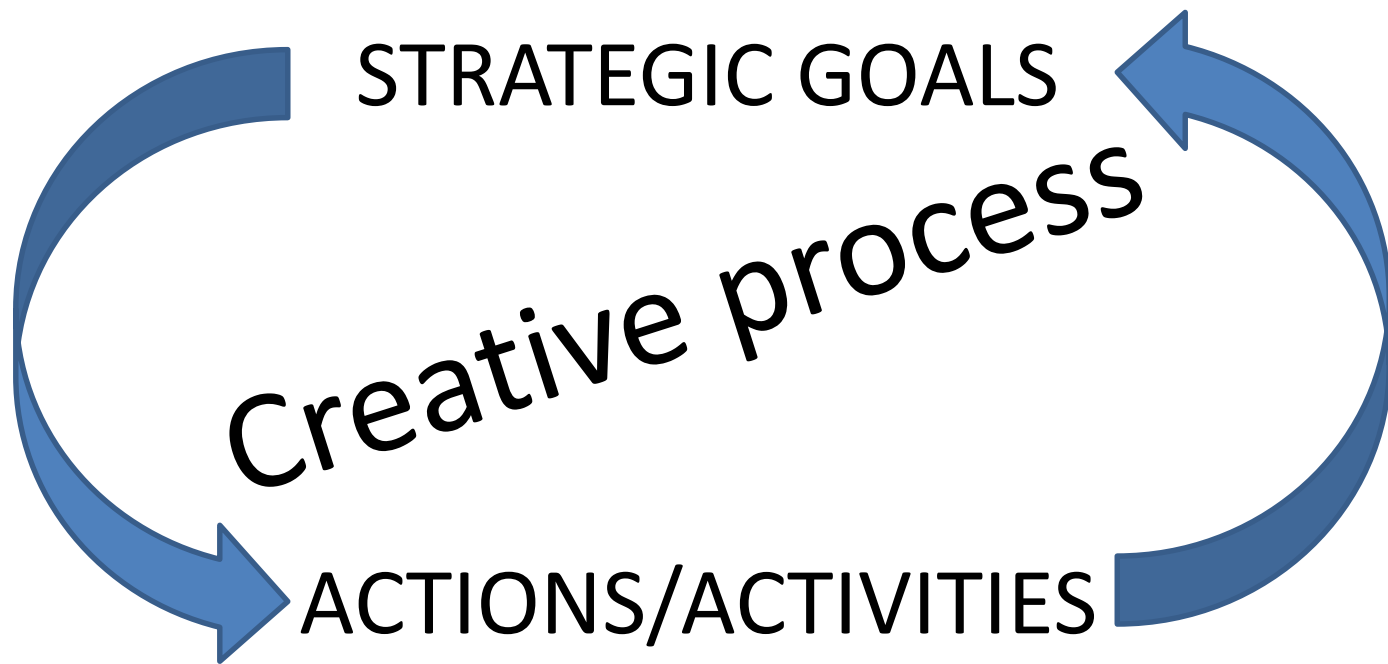


The second day:

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





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