

Executive Development Programme

Challenging Strategies with Insight - Building Your Leadership Capabilities

Date: Wednesday 28th and Thursday 29th March 2018

Programme Director: Jeff Callander

Summary

Challenging Strategies with Insight equips leaders and strategy developers to create, critique and execute their own world-class strategies. With the application of forensic insight, your tutor's experience and expertise and input from the other participants, your ideas will be constructively challenged from every angle.

Strategy is one of the key leadership tools and this programme provides you with the opportunity to explore the effectiveness of strategy development within your organisation. In a safe and supportive environment, you will be able to discuss and work on the real strategic issues facing your organisation while sharing experiences with others from other organisations. You will also be able to explore concepts and test ideas and understand how to externalise your organisation. Ultimately the goal is to enable you to add to your executive toolkit the ability to critique and create more successful business strategies while building your confidence to interact and influence other board members, fellow executives and stakeholders. Each participant should leave with practical output that they can act on.

Designed for board members, current and future leaders, and senior executives from all disciplines with responsibility for – or a role in – strategy setting and review. This programme also works well for teams developing, or about to execute, their own business strategy.



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Key Learning Outcomes

An intensive course with interesting discussions, exploration of concepts and development of techniques on key learnings, including:

- Why strategy matters
- Business Strategy Critiques
- Strategic Perspective on Customers & Stakeholders
- Leading with Insight
- Formulating Strategy
- Capturing and Delivering Value

Content & Learning Styles

The session will combine research findings with unique insights and thought provoking presentations to stimulate in-depth discussions. Peer learning is a big part of the days and you will be given every opportunity to share ideas and learn not only from the speakers but also from others in the group.

The sessions will include practical group work to benchmark current practices within your organisation.



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Speaker Profile: Jeff Callander

Jeff Callander is an Executive Faculty Member of Southampton Business School. He has delivered strategic outputs through the Executive Learning Partnership over the last few years and will be extending his collaboration with Southampton Business School through our Executive Development programmes.

Jeff is instrumental in many aspects of his career, he runs several Advanced Management Programmes throughout the country as Programme Director.

Jeff initially worked in oil exploration as both an engineer and a manager before doing an MBA, completed in 1989. He then joined Abbott Laboratories in the UK as Divisional Manager. He was responsible for taking the division into the consumer market – achieving record sales. Today he has a management consultancy and he is an executive director and part owner of an analytical service company for the oil and gas industry. Jeff has been a management consultant for the past 25 years with specific expertise in developing and contributing to business strategies and has been involved in over 150 projects in more than 50 countries. He has been involved with business schools for over fifteen years, bringing practical solutions and real-world experience. His experience spans many industries and he has worked with many blue-chip FMCG and B2B companies. His work includes developing customer-focused business strategies, running board-level business improvement projects and creating customer-facing organisations.



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Joining Instructions and Agenda

Joining Instructions

Venue: Chilworth Manor
Address: Best Western Chilworth Manor Hotel, Chilworth, Southampton, Hampshire SO16 7PT
Hotel directions: Nearest motorway: M3, J14
Nearest train station: Southampton Airport is 4.5 miles from the hotel. Free parking on site (250 spaces)

Pre-work: Please see the next slide regarding pre-work. This is essential to the course and participants are asked to send in part of their pre-work to the course tutor 1 week before the course (**21/Mar/18**) as this assists in tailoring the course.

Agenda Day 1

Date: Wednesday 28th March 2018
Time: 09.00-16.30

09.00 Introductions
Setting the scene
Business Strategy Critiques
Ways of Working
Mutual Definitions
Goals versus Strategies
Strategic Perspective on Customers & Stakeholders

16.30 Close

Agenda Day 2

Date: Thursday 29th March 2018
Time: 09.00-16.00

09.00 Leading with Insight
Fact Based Decision Making
Formulating Strategy
Capturing Value
Using Insight
Delivering Value
Externalising the Organisation
Action Planning

16.00 Close

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Pre-work: In order to get the most out of the experience and to engage with the other participants, we do ask that you make a personal investment and complete some preparatory work prior to attending the programme. Complete the following pre-work, and note that Item 1 below needs to be sent in by **Wednesday 21/3/18** to me, Jeff Callander - the Programme Director, by email to jc38g11@soton.ac.uk.

1. Analysis and Presentation - Critique your business strategy

The task is to research your business' strategy and compare this to its current performance, analysing what is and what isn't working and **why**, in preparation for a concise presentation (5 minute max).

There is no template to fill in; the recommended approach is to develop your view with input from stakeholders and the material available within your business (confidentiality will be preserved).

When you have completed this, please send me an email with your presentation **BEFORE THE EVENT (Wednesday 21/3/18)** as this will help my preparation and make the programme even more relevant. If you have any questions, please feel free to email or call me (07785 304 889). My email address is: jc38g11@soton.ac.uk.

2. Also, bring along to the event any support material you may have about your products or services. This may be sales, marketing, corporate promotional material, etc.

3. Fieldwork and Summary - Find out what makes your customers unique

You are to research at least one of your customers, ideally one that you are not currently familiar with and, through direct discussion with the customers (of your choice), discover what THEIR business strategy is for their business. What we are looking for is fact based information about your customer and their customers that may open the discussion about business strategies. Please prepare a short (1 page per customer) summary of your findings – we may or may not use the presentation but the content of your investigation will be used in discussions.