

Strategy Development Event Leader Speaks Guidelines

This is a list of topics you might want to include in your Leader Speaks. It is not the intention that you should include each and every one of these nor is the list comprehensive. This is simply a set of best-practice headings that we have picked up from watching many leaders and teams in many different situations and organisations.

- (1) Start by explaining the areas you are going to cover
- (2) Key things you want from the event
- (3) How strategy development has worked to date
- (4) How you would like strategy development to work this year and how today fits in
- (5) The context:
 - Key issues facing the organisation
 - Environmental issues, e.g. legislation, market trends
 - Current and potential threats
 - Historical issues - how we've got to where we are
 - How we've been doing - achievements and results (internal performance, customer satisfaction, financial)
- (6) Priorities for the organisation
- (7) Any other messages you want to get across
- (8) Finish by recapping what you have covered

Notes A Leader Speaks always has far more impact if key points are presented on flipchart. Do not use PowerPoint. Refer to The Complete Guide to Leadership for further tips. The session is followed by Reflections to generate feedback and questions.

Time As long as you need to get the job done but ideally no more than 30 minutes.