

REDEFINE THE ISSUES THAT MATTER TO YOUR BUSINESS REALIGN YOUR PLANS

For many companies, surviving the COVID-19 crisis will require some tough decisions and a thoughtful plan.

We'd like to help.

From travel and entertainment to retail, manufacturing and service, the pandemic is wreaking havoc on corporate Canada. Leaders base their plans on assumptions around demand, supply, access to capital, talent, and competition. When key assumptions no longer hold true, they are faced with staying the course and hoping for the best or pivoting to an alternative course of action that creates value for customers and for the business.

Because hope is not a strategy...

We created R&R to help leaders REDEFINE the issues with which they must deal as a result of the pandemic. And to REALIGN plans, ensuring employees are focused on short term survival while not losing sight of longer-term goals.

Facilitated exploration and collaboration produce mission-critical decisions and an actionable plan

Up to 12 members of your leadership team collaborate on building a 6 to 18-month action plan. In two professionally facilitated, online sessions, participants identify and prioritize challenges and opportunities and brainstorm scenarios and actions.

The REDEFINE & REALIGN process.

SHARE Participants complete a short online survey. The results are shared prior to the first facilitated session.

EXPLORE, PRIORITIZE & BUILD In session one, participants are engaged in a conversation on threats and opportunities resulting from the pandemic as well as any others that are trending.

Based on conversations around what has changed or is changing and how these changes are affecting the business, participants collaborate on REDEFINING priorities and REALIGNING projects and tasks to meet the challenges of the pandemic head on. The results are captured in a detailed Action Agenda.

CONFIRM & OPERATIONALIZE In the second session, the Action Agenda is revisited and confirmed or modified. Participants brainstorm what success will look like and the capabilities that must be upgraded or acquired. Timing and responsibility are assigned to each action.

EXECUTE & REVIEW With tasks clearly assigned, execution begins. Progress is monitored and the first review session is scheduled for 60 to 90 days out.

FIND OUT MORE BY CONTACTING
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Why work with Strategic Directions?

We're experts in facilitated strategic planning and execution, having helped dozens of clients in many different industries take charge of their future.

In the words of one client, *"[you were] instrumental not just in guiding our process, but in eliciting creative concepts and ideas from our team that would not otherwise have surfaced."*

www.StrategicDirections.ca/redefine-realign