

MentorTraining

Corporate Computer and Soft Skills Training
Serving the Bay Area since 1987

Creating and Discussing Strategy: Part Two

Leadership Series

Course Description:

Participants in the second part of “Creating and Discussing Strategy” learn how to assess their stakeholders’ resistance, create a “strategic narrative”, present benefits to small and large groups and deal with others’ questions and potential resistance. This is an interactive course which allows participants to organize a story around their strategy and tell it to the group.

Course Length: 3 hours, typically 9-12, or 1-4.

Course Audience: Middle and Senior Managers who have the responsibility to create a strategy for their organizations.

Course Objectives:

Participants will learn the components of a strategic narrative and practice presenting their narrative.

Participants will learn how to discuss benefits rather than features, and strategy rather than tactics.

Participants will anticipate stakeholders’ questions and potential resistance and learn how to face them in a positive manner.

Course Outline:

Elements of a Strategic Narrative

Why Stories?

Three Steps to a Great Story

Using Reason, Logic and Imagination

Practice Designing a Strategic Narrative

Individual Practice

Small Group Practice

Benefits vs. Features, Strategy vs. Tactics

Lecture

Practice: Creating the Impact

How to Deal With Questions

Lecture and Demonstration

Volunteers Take Questions

MentorTraining

Corporate Computer and Soft Skills Training
Serving the Bay Area since 1987

How to Turn Around Resistance

Seeing Resistance as an Opportunity
Techniques to Re-Direct Resistance
Practice

Creating an Implementation Plan

Course Methodology:

Facilitators use a variety of training methods for each workshop, including large group discussions, individual work and reflection, assessments, small group discussions and exercises, case studies and simulations for role-play. Videos that are applicable will form a part of some workshops.

Customization will be based on information provided by the human resource department or the individual department prior to the workshop. These will be interactive workshops with a 30/70 split between concept/theory and practical application of skills discussed. Class size should be kept under 25, so each participant will have the opportunity to gain techniques for the types of situations they deal with or expect to deal with.

About the Instructor:

The instructor has been a soft skills instructor and coach to Bay Area companies for 30 years and is also the author of the courseware. He is a master trainer, having delivered over 2000 training sessions and trained dozens of instructors in his career. He has authored a full series of managerial soft skills courses, and he specializes in communication and relationship topics.