

# LEAD WITH STRATEGY – Executive Workshop

## Establish strategy as a leadership instrument in daily operations

This workshop is designed for executive teams who want to strengthen alignment, sharpen strategic thinking, and build the capability to act together under uncertainty.

You will experience first-hand how a *strategy-led operating model* enables a more adaptive and productive organization. The approach combines leadership, governance, and execution – turning complexity, digitization, and sustainability pressures into shared direction and control.

### *Purpose*

Create a common foundation for strategic dialogue and decision-making. You'll work through your own strategic options, align perspectives, and establish a clear sense of where to steer next – without losing flexibility.

### *Why this workshop*

Leaders today face increasing unpredictability – from AI and digital disruption to regulation, geopolitics, and competition. The *strategy-led approach* equips your team to:

- Anchor leadership decisions in strategy, not just case-by-case reactions
- Set a clear direction without rigidity
- Retain the power to navigate change when it matters most

### *What you gain*

- A shared understanding of your strategic context and options
- A structured yet flexible way to make and adjust choices
- Clarity on how to turn strategy into an operational instrument
- Concrete steps to sustain progress after the workshop
- An updated strategy

### *Format*

- **Duration:** Full day (or two half-days)
- **Participants:** Executive team (5–10 people)
- **Language:** Scandinavian/Danish/English

The workshop price covers everything needed to make the workshop impactful and actionable. All materials are free for you to keep and use, including templates for continued use in your own strategy work.

Some preparation is required. Each participant prepares a few slides to summarize:

- Your context, current strategy, and how you work with it
- Key options and hot topics
- What surprises and unexpected losses have you faced in the last year?

### ***Workshop structure***

- Strategy review
- Competitive analysis
- Stakeholder pain mapping
- Strategy roulette
- Keep on strategy
- Update strategy and shortlist strategic questions
- Lead with strategy – the idea of implied strategy

Throughout the workshop we revisit what strategy is and look at cases for inspiration.

### ***After the workshop***

You'll have a practical framework for continuing the work on your own. We can also support light facilitation or check-ins afterwards. The workshop framework is suitable for a strategy refresh or rewrite and aims to keep you on strategy when conditions change.



**The power to change is in the power to change your choice:  
Get on strategy and keep on strategy to lead with strategy!**

#### **We are here to help and support**

Connect for a brief on the strategy-led operating model and to assess the potential for your organization.

We're always eager to hear about your progress.



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