

STRATEGIC PRINCIPLES TRAINING

Timing: 8 weeks, 1 hour per week (over 3 mths), plus Annual strategy check-in

DESCRIPTION

- A learning program that provokes and challenges your thinking
- A collaborative environment for problem solving
- A chance to question, experiment and push yourself
- The opportunity to learn from the best: this course is live working tutorial sessions led by the course facilitator Russ Mitchinson, where participants can put theory into action

WHO'S IT FOR?

Whoever wants to sharpen their strategic prowess.

CONTEXT

As the world of strategy changes, the fundamentals of what defines strategic planning as a discipline remain the same. This includes how to identify and solve problems, how to uncover insights that unlock behaviour and how to simplify the complicated for solutions, that are both powerful and impactful.

Each strategy is different and we will work through problem solving in a different way, but knowing where strategy came from, how it has evolved and what it involves is the core of understanding how you can think like a strategist. Get equipped for the rest of your career with a core set of strategic principles and tools that can be applied in any situation, plus latest global thinking.

COURSE CONTENT

This course covers what Strategy is, how to develop successful strategies, and how to use strategic thinking to solve client's business problems through creating better work.

The course consists of 7 lectures with group exercises;

Week 1: Launch

- Course curriculum
- Reading list
- Case study - Automotive
- Group work - break into teams
- Pitch presentations - in final week
- Criteria - as per curriculum below
- Awards - for winning team
- 'Strategic Principles' certification - for full attendance and group work participation

Week 2: What are strategy & brands and where did they come from?

- Origins & role of Strategy: where it came from, role of Strategists & skills necessary
- What is a brand? Definition, history, why they're important, how to construct & deconstruct and case studies.

Week 3: How to write great strategies

- Client's business problems & how to solve them strategically
- Writing fantastic communications strategies
- Examples of great strategies

Week 4: How to write great briefs

- Writing fantastic briefs
- Inspiring the Team through briefings, stimulus, emersion, etc.
- Integrated Brief - What's a proposition? What the boxes on the brief mean.
- Examples of good briefs & the work generated by them.

Week 5: What are strategy tools?

- Brand tools: Brand Foundations/Conviction, etc.
- Communication tools: eg. Archetypes & Personality Grid
- Group exercises

Week 6: How to use research and how to know what type?

- Qualitative - How best to use it, when to use it, what type of research, how to use it well, stimulus, order effect, etc.
- Quantitative - eg. Tracking & pretesting; its history, when to use, how to use well, how not to use.

Week 7: What to measure, how to measure and why?

- The magic of numbers – some of the measurements that our Clients look at, eg. Awareness, Consideration, Purchase, etc.
- Effectiveness: principles & practice, why it's important & why it's difficult
- Case studies

Week 8: Presenting strategy & the pitch

- Case study
- Group work
- Pitch presentations
- Awards
- Final certification

Week 0: Strategy refresher - annual

- Check-in
- Refresh topics
- Case study
- Course correct