



How to Create a Robust Strategy in 4 Hours



Kery Mortenson

- ✦ Begin with the end in mind using a magic wand to establish the desired state

Kery will show you how to engage leaders in rapidly developing a robust, focused strategy in four hours. Using a blend of innovative tools and techniques, participants interrogate realities, identify barriers, predict strategic direction, and isolate key behaviors to fuel desired results. Stakeholders leave with an executive summary, assigned actions, and a sustainable strategy developed through hands-on, fast-paced collaboration.

Tools and Tips to Bring Back Home

The following predictive tools and methods create a robust strategy with busy stakeholders

- Interrogate reality by defining the official truth from ground truth
- Identify and categorize causal factors using a rapid performance analysis
- Target solutions that eliminate barriers using a “21 activity”
- Predict strategic direction and actions using a modified SWOT analysis
- Isolate key behaviors critical to fuel the desired results with impact
- Assess the appetite for change with stakeholders using a simple culture pulse
- Provide everyone an executive summary with immediate next steps with assigned actions

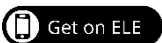
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- [Insight: Moving from “Order Taker” to “Difference Maker” with PI Tools | ELE Group](#)
- [Insight: Performance Improvement How-To: Best Tools to Use | ELE Group](#)
- [Insight: Creating a Strategy Plan for Mid-level Managers to Engage & Retain Millennials | ELE Group](#)
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My Plan to Act

- 1.
- 2.
- 3.



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Co-founder of [Performance Journey Partners](#) - an enterprise dedicated to partnering with leaders, teams and organizations to transform their current state into desired state using simple, rapid and innovative tools and methods. Find out more at [performancejourneypartners.net](#)

Co-author of the book: [Performance Eating Rabbits – What B.O.L.D. See and Do](#)