

Workshop: Bringing Your Strategy to Life

From Internal Alignment to
External Impact

What we'll do today

- See how a great brand keeps its strategy alive
- Reflect on what your people really say
- Define what you want them to say
- Explore how to communicate mission internally & externally



Nike: Keeping the Faith

- Long-term = Just Do It
- Short-term = Why Do It?
- Lesson: clarity at the core, flexibility at the edges

Know who you really are

HELP TO GROW
MANAGEMENT COURSE

When you truly know your mission, your people and customers know it too.

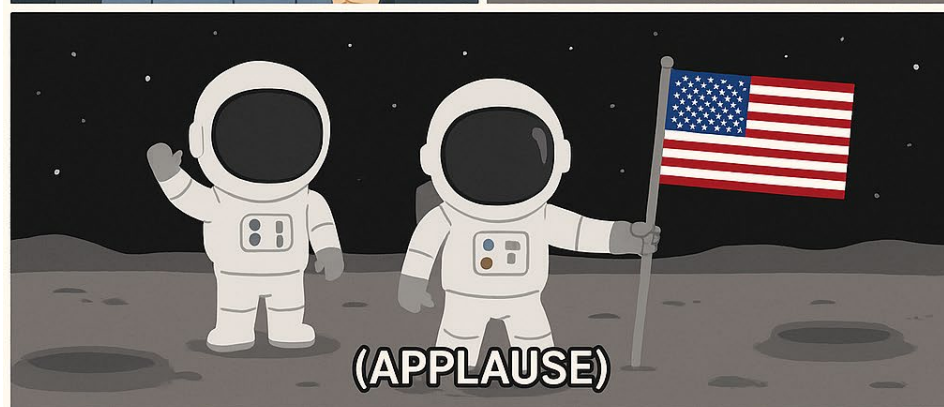
Exercise 1: Reality Check

- What does the youngest person in your company tell their friends about what they do at work?
- 3 mins individual → 6 mins table → 3 mins share (3 tables per exercise)

“I’m helping
put a man on
the moon.”

– NASA Janitor
to JFK, 1962





Exercise 2: Aspiration

- What would you like them to say?
- 3 mins individual → 6 mins table → 3 mins share

Exercise 3: Internal Communications

- How and where could you communicate so that your youngest team member embraces the mission?
- 3 mins individual → 6 mins table → 3 mins share

Exercise 4: External Communications

- How and where could you communicate your mission externally—without media spend?
- 3 mins individual → 6 mins table → 3 mins share

Your strategy: Brought to Life

- Long-term clarity → Short-term flexibility
- Reality → Aspiration
- Internal → External
- Everything is a medium
- What are the three steps you'll take this week?