



Leadership engagement – bringing vision to life

Challenge

The business had recently completed a strategic review and top-down objective setting to support their global growth aspirations. The annual strategy conference provided the opportunity for the top 40 leaders in the business to learn, think about the future, share ideas and network.

Specific objectives were:

- To review and learn lessons from the last three years.
- Get input and add value to the strategy development process in 4 chosen areas.
- Create energy, belief and support.
- The challenge was to move the company's leadership from conceptual thinking to practical thinking, from vision to action.

Method

We developed and facilitated a 'strategy session' conference to help the business to engage the leadership team in order to turn strategy into aligned purposive action.

Our contribution was to relieve the business of the project management of the event by coordinating a small project team and working in partnership with the sponsor and key stakeholders in the business.

The event aligned content with the strategy, with highly impactful and interactive delivery that made best use of a constrained working environment.

Result

The event was widely considered successful in meeting its objective that people should leave positive, informed and energised.

An informal and interactive (Davos style) meeting formula, with little PowerPoint and light process, proved very popular.

The evaluation indicated a broad consensus for repeating a similar event at 6 month intervals.

For more information

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