

Growing Revenue.

Shape of Results.

Overview.

The Shape of Results workshop is a robust and highly interactive business planning session that helps senior leadership teams build short and long-term business plans and strategies and ensure that all team activities are aligned with those plans. The workshop supports leaders in adopting a shared structure and approach as the foundation for business development planning.

Challenges addressed.

- Considers all parameters that make up the result
- Aligns the team to a series of interim activities that will produce short, medium and long-term results
- Creates a clear focus and sense of direction
- Clarifies the role of business development, retention and support personnel in contributing to short, medium and long term results
- Builds a link to link to marketing activities
- Instills an ongoing communication framework the team can use to stay on-track

Outcomes.

- A robust plan for the coming year and an understanding of how it will contribute to an agreed three-year plan
- Result targets defined in specific terms: revenue, margin, customer mix, industry/market mix and product mix
- A common and consistent review framework
- A clear understanding of the absolute “must do” items
- A foundation and context for further discussions
- Confidence in the team’s capabilities
- The workshop will also enable participants to see new possibilities and find creative ways to achieve broad organisational objectives.

Duration.

2 days.