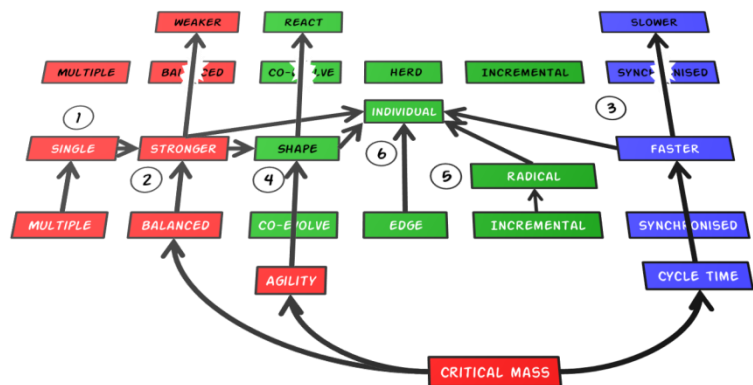


# Patterns of Strategy - Agile strategy for a fast-paced world

The purpose of strategy is to build advantage for the organisation to ensure its success and survival, so that it can survive and thrive in a changing business environment. The challenge today is that the rate of change in the environment is so much faster than in previous decades – how do you develop and execute strategy at a higher tempo, to avoid your strategy being obsolete by the time you are implementing it? This shows the need for different ways to formulate strategy, ways which can at least handle and ideally exploit the more turbulent trading conditions we experience. Agile Strategy assumes an unstable strategic context and therefore can be effective in organisation success and survival in the much more challenging conditions which prevail today.

**Patterns of Strategy** is a revolutionary approach to strategy development. It's effective and simple to use, yet extremely powerful and very fast. We develop strategy as a series of manoeuvres, between all the actors, from competitors to partners, from the regulator to the marketplace. It gives a framework and new vocabulary to understand the underlying strategic forces in your environment, so that you can tap into them and use them to your advantage.



## Patterns of Strategy training

The training mixes input with lots of practice. You'll be able to apply the approach to a live strategic issue you are facing. Allowing for confidentiality, group work will allow you to support others on their strategic issue, and of course there's valuable learning for you in being exposed to a range of strategic situations besides your own. The training will also include case material.

The training is split into two parts, a three-day Foundation **Patterns of Strategy** and a two-day Advanced **Patterns of Strategy**. Overall you will learn to:

- use the **Patterns of Strategy** to develop strategy from formulation to execution
- accelerate the speed at which you can develop strategy
- explore a range of strategic options, and learn how to assess them using different criteria, to grasp which gives you the best advantage
- understand what other actors in your ecosystem could do – they won't be standing still while you develop and execute your strategy - and refine your strategy to suit
- ensure your organisation has the capabilities to formulate and execute strategy
- use the 80 **Patterns** to accelerate your strategy development and extend your strategic repertoire
- understand how to use your position in your ecosystem to your advantage
- improve your strategic decision taking and build your foresight capability

## Foundation training

This 3-day module is all about equipping you to apply *Patterns of Strategy* in a real live strategy situation, and you'll be able to start doing that right from Day 1 of the module. By the end you'll be certified as being able to use *Patterns of Strategy* in practice with a range of organisational situations. You'll:

- master the six elements in Patterns of Strategy which drive the dynamics of your position in your ecosystem or market
- be attuned to how your strategic situation is likely to evolve, if you don't intervene strategically
- explore a range of strategic options, not just one, and learn how to assess them using different criteria, to grasp which gives you the best advantage
- understand how to anticipate moves by competitors and counter those
- understand how to ensure your organisation has the capabilities to formulate and execute strategy
- develop a set of metrics, so that you can assess strategy performance

## Advanced training

This 2-day module gives you more sophisticated ways to use *Patterns of Strategy*. You'll:

- be able to use the 80 strategy patterns to enrich your strategy debate
- learn how to recognise which are the habitual patterns for your organisation and how to extend your strategy repertoire
- build a dynamic model of your ecosystem, giving you added ways to predict and shape the likely state of your strategic environment
- develop a strategic 'radar' to provide you with continuous foresight
- understand how to build organisational agility to enable you to shorten your decision action cycle



## Who is the training for?

Anyone who needs to develop strategy, whether a fulltime strategist or a manager of a unit. The approach is equally effective for small or large organisations, or units within an organisation, and across all sectors and types of organisation.



For further information:

Email: [Strategy@fractal-consulting.com](mailto:Strategy@fractal-consulting.com)

Phone: 01925 755651

Website: [www.patternsofstrategy.com](http://www.patternsofstrategy.com)