

Being more strategic

Intermediate
level

This full day session helps delegates to think and act more strategically – whether they are developing business or marketing plans, managing day-to-day operational projects or supporting fee-earners in their work.

It provides an understanding of the leading strategy models (from the most established to the newest) and helps delegates bring a more strategic approach to all their activities. Delegates participate in exercises to develop their strategic abilities by using a variety of strategic tools.

The workshop qualifies for 6 hours CPD.

Topics covered

Why choose PM
Forum training?
See overleaf...

- **Introduction**
 - What do we want to achieve?
- **Thinking strategically**
 - Strategic planning vs strategic thinking
 - The difference between tactical and strategic
 - Strategic thinking process
 - Strategic thinking competencies (assessment)
 - Systems, divergent and creative thinking
 - Focus and thinking in time
 - Encouraging strategic thinking in your firm
- **Strategic processes**
 - Strategy development process
 - Strategic analysis process
 - Visioning: Seeing the big picture and hypothesising
 - Goal and objective setting
 - Finding core challenges
 - Developing strategic solutions
 - Opportunism and risk management
 - Stakeholder analysis and cultural change
- **How business strategy has changed**
 - Corporate planning
 - Applying leading strategy models to the professions
 - Analysis, choice and implementation (Johnson & Scholes)
 - McKinsey and Mintzberg (then and now)
 - Portfolio analysis and competitive analysis (Porter)
 - Core competencies (Hamel and Prahalad)
 - Balanced Scorecard (Kaplan & Norton)
 - Scenario planning (dealing with change and chaos)
 - Strategy and leadership (Rumelt)
- **Strategic marketing choices**
 - Choosing markets and developing niches
 - Competitive positioning and branding
 - Strategic alliances and partnerships
 - Creating value propositions and challenging assumptions
 - Adapting and developing products/services
 - Strategic thought leadership and communication campaigns
 - Effective pricing strategies
- **Summary and close**

Eligibility

This training course is open solely to member firms of the **PM Forum**, a worldwide group of over 4,000 marketers in professional services firms. Visit www.pmforumglobal.com



Wednesday 1 March 2017

The full-day workshop takes place from 10.00 to 17.00 and includes lunch, morning and afternoon refreshments.

To facilitate interaction, workshops are restricted to 18 attendees – maximum of four per firm

Trainer



Kim Tasso has worked within and for over 200 professional partnerships in the legal, accountancy and property sectors for over 20 years and continues to do so as a management consultant.

She also has direct client exposure from working with organisations in the technology, education, creative, media, real estate and not-for-profit sectors and through her work with a leading business school.

Unusually, she combines psychology, marketing and business qualifications so is effective both as a professional trainer, facilitator and coach and also as a subject matter expert in a variety of strategy, marketing, selling and relationship management topics.

She is highly rated as a trainer and coach for lawyers, accountants and surveyors and also lectures on Chartered Institute of Marketing (CIM) professional marketing qualifications for Cambridge Marketing College.

She is the author of books on growth strategies, business development, media relations and business development and a prolific conference speaker and journalist. She is commissioning editor for PM magazine.

Further information at www.kimtasso.com.

For more information on other training workshop visit [ww.pmforum.co.uk/training](http://www.pmforum.co.uk/training)

