

Mission and Strategy Workshop

The mission of an organisation is the reason why it exists. It is its purpose. The strategy of an organisation is the way the organisation attempts to achieve its purpose. Mission does not change very often, it normally needs to be refined and re-communicated. The strategy of an organisation needs to change because both the internal capabilities and the external threats and opportunities change over time. Strategy reflects both the mission and vision of the organisation

- Length: 1 or 2 days
- Who should attend: senior managers and fast - tracked managers

Key areas of the workshop

- Communicating your mission with clarity
- Determining your USP's
- Aligning your whole organisation to your strategy
- SWOT and TOWS analysis
- Strategic mapping
- Breaking growth barriers
- Assessing current strategies
- Strategic implementation
- Results based management



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