

Agile Strategy: Your 2024 game plan for success

Baldry + Sanford

5th December 2023
Facilitated by Clinton Sanford

mindsh

The slide features a white background on the left with the Baldry + Sanford logo, and a brown background on the right with white text. The logo consists of the words 'baldry+' and 'sanford' in a serif font, with a red plus sign between them, and 'CHARTERED ACCOUNTANTS' in a smaller sans-serif font below. The title 'Agile Strategy: Your 2024 game plan for success' is in a bold sans-serif font. Below it, the presenter 'Baldry + Sanford', the date '5th December 2023', and the facilitator 'Facilitated by Clinton Sanford' are listed. The Mindshop logo is in the bottom right corner.

1

Think and act like a start-up to stay agile with strategy



Steve Jobs talks about managing people

8.1M views · 13 years ago

<https://www.youtube.com/watch?v=f60dhei4ARg>

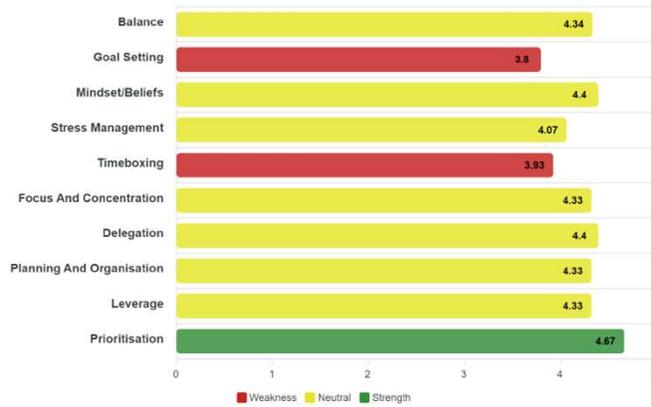
baldry+ sanford CHARTERED ACCOUNTANTS

mindsh

The slide has a white background with a brown geometric shape on the left. The title 'Think and act like a start-up to stay agile with strategy' is in a bold sans-serif font. Below it is a YouTube video player showing a clip of Steve Jobs in a red chair. The video title is 'Steve Jobs talks about managing people' and it has 8.1M views. Below the video player is the URL 'https://www.youtube.com/watch?v=f60dhei4ARg'. The Baldry + Sanford logo is in the bottom left and the Mindshop logo is in the bottom right.

2

Time and Priority Management Diagnostic Results



3

Agenda

| | |
|---|----|
| Kick off and updates | 01 |
| Your 2024 game plan: How will you win in 2024. | 02 |
| Strategic plan mastery: 6 keys to an agile strategy for 2024. | 03 |
| Coffee break / Networking with peers | 04 |
| Challenging your product / service offerings for success in 2024. | 05 |
| Your Roadmap to higher performance | 06 |

4

Growth Hub 2023 Workshops

Four rounds of practical workshops throughout the year providing the latest insights, best practice and practical 'how to's' to accelerate the overall performance of you and your business.

| | | | |
|--|--|---|--|
| <p style="text-align: center;">2023 TRENDS</p> <p style="text-align: center;">Workshop 1 In person 3 hour workshop Location – baldry + sanford offices</p> <p>Discover emerging trends and insights on best practice to shape your plans for the year ahead. Be challenged by experienced peers.</p> <p>Potential learning topics:</p> <ul style="list-style-type: none"> • Emerging trends in business and leadership performance • Innovation & customer trends • Sustainability strategies • Market & economic shifts • Resetting your plans for 2023 • Problem solving roundtables <p>Presenter Name Clinton Sanford</p> | <p style="text-align: center;">LEADERSHIP</p> <p style="text-align: center;">Workshop 2 In person 3 hour workshop Location – baldry + sanford offices</p> <p>Improve your capabilities as a high performing leader. Learn new approaches and techniques you can embrace to boost your performance.</p> <p>Potential learning topics:</p> <ul style="list-style-type: none"> • Leadership skills • Coaching ability • Mental health & wellbeing • Productivity & delegation • Building a great culture • Leadership case studies • Problem solving roundtables <p>Presenter Name Clinton Sanford</p> | <p style="text-align: center;">IMPLEMENTATION</p> <p style="text-align: center;">Workshop 3 In person 3 hour workshop Location – baldry + sanford offices</p> <p>Refine your approaches to effective implementation of change. Learn and discuss new ways to get maximum performance from your team.</p> <p>Potential learning topics:</p> <ul style="list-style-type: none"> • Team implementation • Driving change • Coaching & mentoring teams • Attraction & retention • Staying agile & lean • Performance management • Problem solving roundtables <p>Presenter Name Clinton Sanford</p> | <p style="text-align: center;">PERFORMANCE</p> <p style="text-align: center;">Workshop 4 – 5 December 2023 In person 3 hour workshop Location – baldry + sanford offices</p> <p>Lift your businesses performance for the year ahead. Learn the latest skills and approaches for strategy development, marketing, sales and improving profitability.</p> <p>Potential learning topics:</p> <ul style="list-style-type: none"> • Strategy & planning shifts • Profit & efficiency • Scenario planning • Marketing & sales • Vision setting shifts • High performance case studies • Problem solving roundtables <p>Presenter Name Clinton Sanford</p> |
|--|--|---|--|

5

Mindshop Online update

Coming Soon: Three NEW online courses to be released by years end.

- **Advanced Sales Skills**
- **Coaching and Accountability**
- **Change Success Mastery**

6

Updated or New Tools



GROW-PT Coaching Model

| Failures | | | | Rankings | | | RPN |
|---------------------|------------------------------|-----------------------------|------------------------------------|------------|--------------|-------------|--------------------------------|
| Potential Failure | Potential Effects of Failure | Potential Causes of Failure | Current Controls/ Detection Method | S Severity | O Occurrence | D Detection | High Priority Number (S)(O)(D) |
| Loss of key person | | | | 8 | 2 | 5 | 80 |
| Competitor activity | | | | 8 | 8 | 8 | 512 |
| Computer crash | | | | 10 | 2 | 8 | 160 |

| Ranking Matrix | | |
|-----------------|---------------|------------|
| Severity | Occurrence | Detection |
| 1 Critical | 1 Rare | 1 Certain |
| 2 Major | 2 Frequent | 2 High |
| 3 Moderate | 3 Occasional | 3 Medium |
| 4 Minor | 4 Possible | 4 Low |
| 5 Negligible | 5 Remote | 5 Very Low |
| 6 Insignificant | 6 Very Remote | 6 Very Low |

Failure Mode Effect Analysis (FMEA)



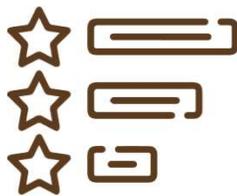
Product Portfolio Analysis



7

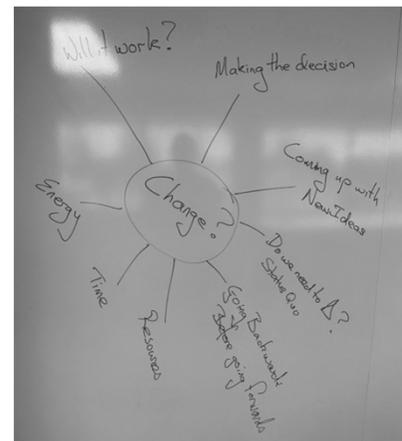
Last workshop actions

To Do List



Driving efficiency and change

- 5 dysfunctions of a team
- Seven wastes and FMEA
- Culture changes
- Agile and lean principles
- Problem Solving roundtable



8

Introduction & updates

Brief introduction to yourself and any key updates. Also raise what will be your key theme for 2024?



**baldry+
sanford**
CHARTERED ACCOUNTANTS

**mindsh

ip**

9



Your 2024 Game Plan: How to win in 2024

10

Disruptions to consider

1. Accelerated Digital Transformation

- Continuous innovations in technology (AI, internet of things, virtual and augmented reality, cloud computing, block chain etc.) Make sure you have the right technology embedded in your business.

2. Inflation and supply chain security

- Many industries are plagued by supply chain issues, volatile market pricing, stock shortages and ongoing inflation.

3. Sustainability

- Consumers prefer businesses that conduct good environmental and social practices throughout, therefore companies need to make sure ESG processes are moved to the center of their strategy.

Ref: <https://www.forbes.com/sites/bernardmarr/2022/10/03/the-5-biggest-business-trends-for-2023/?sh=1380fa04217d>

Disruptions to consider

4. Immersive customer experience

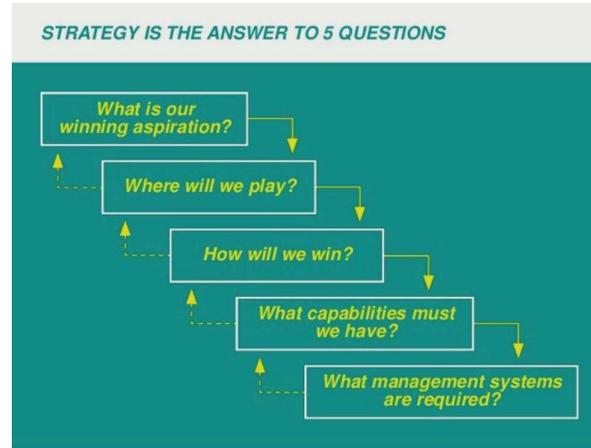
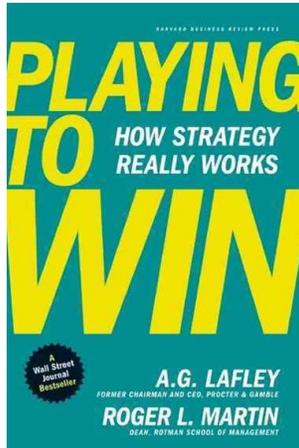
- Customers crave experience above all else. Streamline processes and remove hassle for the consumer. Business also need to think about employee experience as competition for skilled workers grows.

5. The talent challenge

- There has been huge movements of talented people as workers reassess the impact of work and work-life balance. Employers need to provide attractive careers, offer flexibility and provide enticing work environment and culture.

Ref: <https://www.forbes.com/sites/bernardmarr/2022/10/03/the-5-biggest-business-trends-for-2023/?sh=1380fa04217d>

How will you win in 2024?



baldry+
sanford
CHARTERED ACCOUNTANTS

mindsh

p

13

Good strategy is not a laundry list of things that you're going to do... strategy is the art and science of saying no to good things in service of saying yes to better things.

David Joyce, founder of Synapsing

<https://www.afr.com/work-and-careers/education/the-art-of-saying-no-what-this-coach-learned-from-his-mba-20230831-p5e12c>

14

Business people need to become designers to win in 2024?



Roger Martin: Businesspeople Need to Become Designers

Gabo Huang
50 subscribers

Subscribe

5 0 Share Save ...

Ref: <https://www.youtube.com/watch?v=D3qr1EXs2sA>

baldry+
sanford
CHARTERED ACCOUNTANTS

mindsh  **p**

15

Exercise

- In pairs, reflect on emerging disruptions and the need to be business designers in 2024.
- Now note down how you feel you will win next year (what will be your competitive advantage)?



baldry+
sanford
CHARTERED ACCOUNTANTS

mindsh  **p**

16

Sustainable Competitive Advantage (SCA) - example

| Key Success Factor (A) | Value to Customer (B) | Current Ability to beat Competitor (C) | Internal Impact (D) | Total (E) |
|------------------------|-----------------------|--|---------------------|-----------|
| Service | 7 | | | |
| Innovation | 5 | | | |
| Price | 6 | | | |
| Product range | 7 | | | |
| Quality | 7 | | | |
| Management | 3 | | | |
| Response time | 9 | 7 | 9 | 18 |
| Best people | 9 | | | 16 |
| Brand name | 6 | | | |
| Rate of change | 8 | | | 13 |

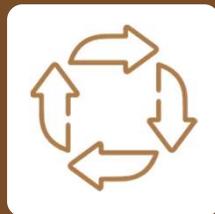
Example: 'We will win by having the fastest *response time* in our industry'

<https://www.mindshop.com/main.nsf/tool.xsp?documentId=FB59353F96197B60CA257C69001E7525&action=openDocument>

baldry+
sanford
CHARTERED ACCOUNTANTS

mindshop

17

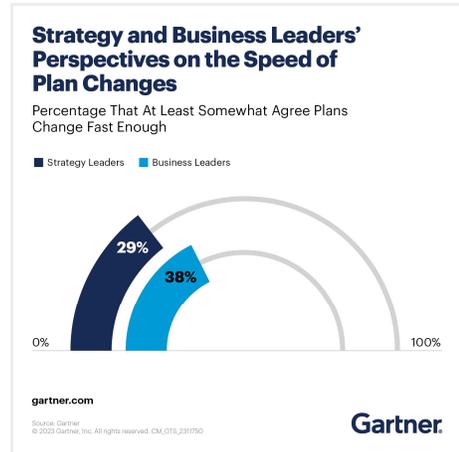


**Strategic Plan Mastery:
6 keys to an agile
strategy for 2024**

18

Plans are not changing fast enough

Gartner May 2023 article: Only **29%** of Strategists and **38%** of Business Leaders agree their organizations change plans fast enough to respond to disruption.



Ref: <https://www.gartner.com/smarterwithgartner/9-steps-successful-functional-strategic-planning>



Six aspects of Agile Strategy

- Fit for market**
- Aligned theme and vision**
- Strawman concept and pre-work**
- Cascaded to teams**
- Execution cadences**
- Change ready**

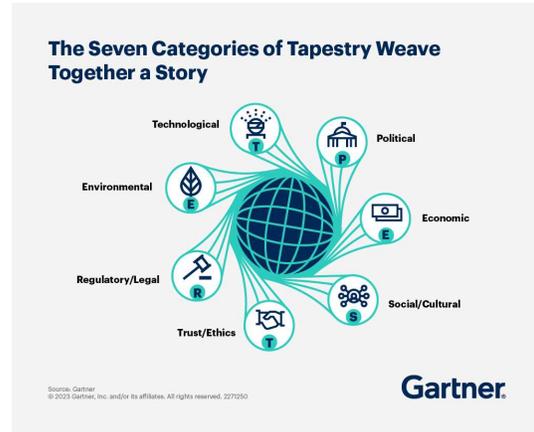


1. Fit for Market



Q: “How will your strategy adapt for emerging trends and disruptions in the market?”

Ref: <https://www.gartner.com/en/insights/strategic-planning>



21

2. Aligned theme and vision

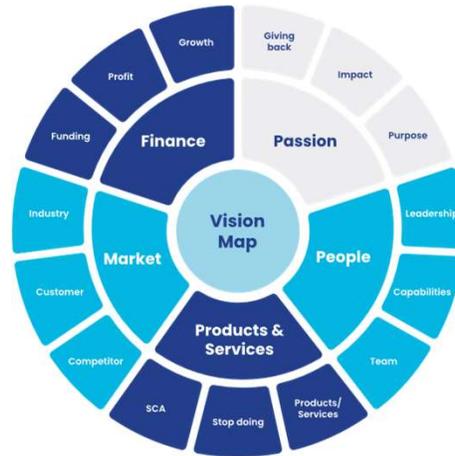


Q: “Do you have a well documented vision and a one or two word theme for 2024? Are they aligned and how can you improve the detail?”



22

2. Aligned theme and vision



3. Strawman concept and pre-work



Q: “How can you embrace more strawman planning and pre-work to allow for incubation of clever ideas in your planning process?”



A strawman plan is a brainstormed simple draft plan used to generate discussion of its advantages and to spur the generation of new and better strategies, actions and ideas.

5. Execution cadences



Q: “How can you improve the execution cadence you and your team are embracing for driving forward your strategies?”

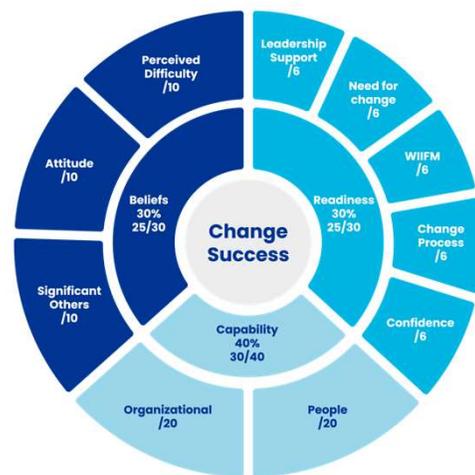
What is the execution cadence in your business?

1. Bi-annual strategic planning
2. Quarterly plan reviews and updates
3. Quarterly personal plan reviews and updates
4. Monthly performance metric reviews
5. Four week sprints
6. Weekly pipeline reviews
7. Daily huddles

6. Change ready



Q: “How will you boost your probability of change success in 2024?”



<https://www.mindshop.com/main.nsf/changesuccess.xsp?id=1h744nynxep6o>

Exercise

- In pairs, seek to answer the questions in each of the 6 keys to agile strategy for your business. Where are your gaps?

baldry+
sanford
CHARTERED ACCOUNTANTS



29

Coffee Break

mindsh:p

30



Challenging your product / service offerings for success in 2024?

31

Product Portfolio Analysis

| | | |
|-----------------------|---|--|
| Market Attractiveness |  Wildcat |  Star |
| |  Dog |  Cash Cow |
| | Business Strength | |

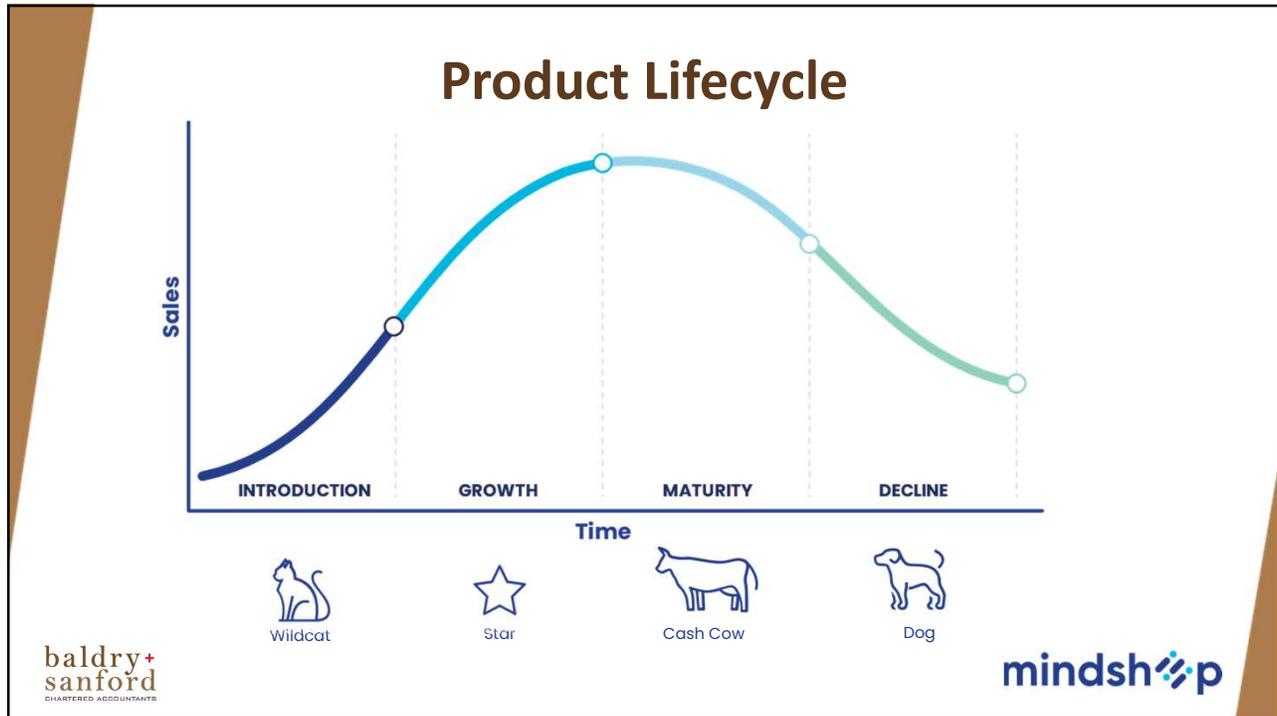
 **Wildcat**
can go anywhere and can actually cost you time and money because you don't really know where they are going.

 **Star**
vulnerable because it is attractive to everyone else. They want to compete against you so you have to defend yourself all the time and that will cost you time and money.

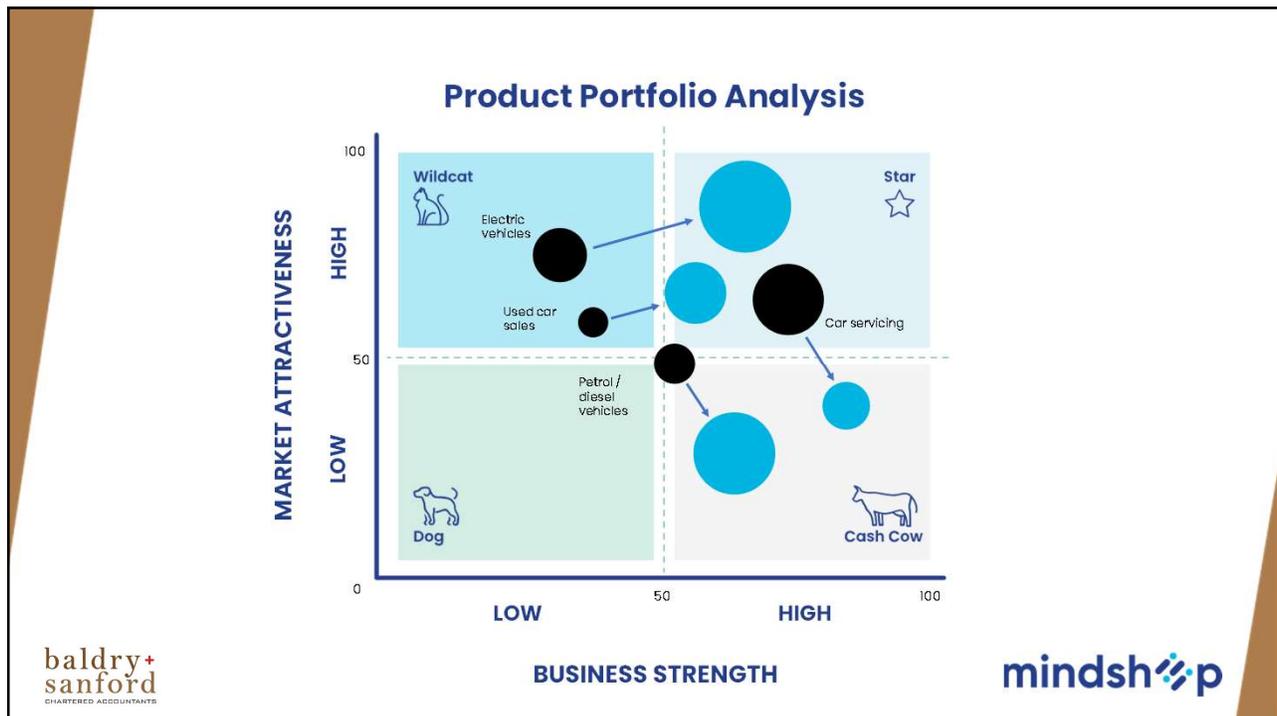
 **Cash Cow**
is where you make your money.

 **Dog**
don't make any money because they are not attractive in the market and have no business strength.

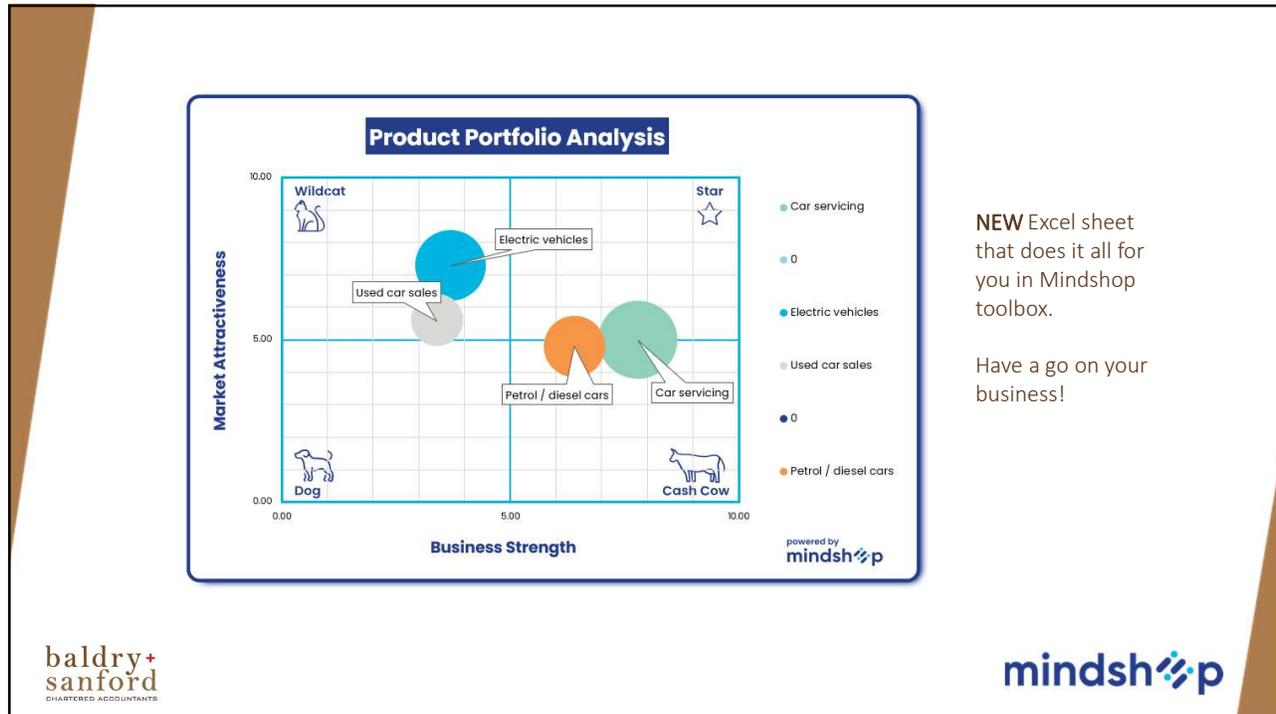
32



33



34



35

PPA – How to apply and fast-track tips

- Powerful tool if you have an evolving range of products/services e.g. Software, professional services, wholesale, retail, etc.
- Answers the question "What should we focus on next?" or "what is our product strategy?"

TIPS:

- For short session either do strawman or pre-work or score for Market Attraction and Business Strength rather than detailed calculations of each criteria.
- Use the Mindshop Excel sheet for simpler reporting and presentation.
- Talk strategy first and then get to actions for key strategic products/services.

36

Exercise

- In NEW pairs, map out 3-4 of your products / services on the handout. Then map out where you want them to go in 2024 and applicable strategies. Focus on one business first and then switch.

baldry+
sanford
CHARTERED ACCOUNTANTS



mindsh

ip

37



**Your roadmap to higher
performance in 2024.
What were your key
actions today?**

38

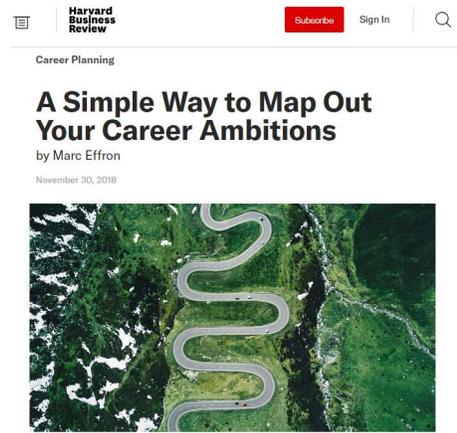
Career development

The **70-20-10 model** highlighted in the HBR article states that successful professional growth comes from investing your time:

- 70%** - work experiences
- 20%** - interactions with others
- 10%** - professional development

Ref: <https://hbr.org/2018/11/a-simple-way-to-map-out-your-career-ambitions>

baldry+
sanford
CHARTERED ACCOUNTANTS



mindsh**p**

39

Exercise

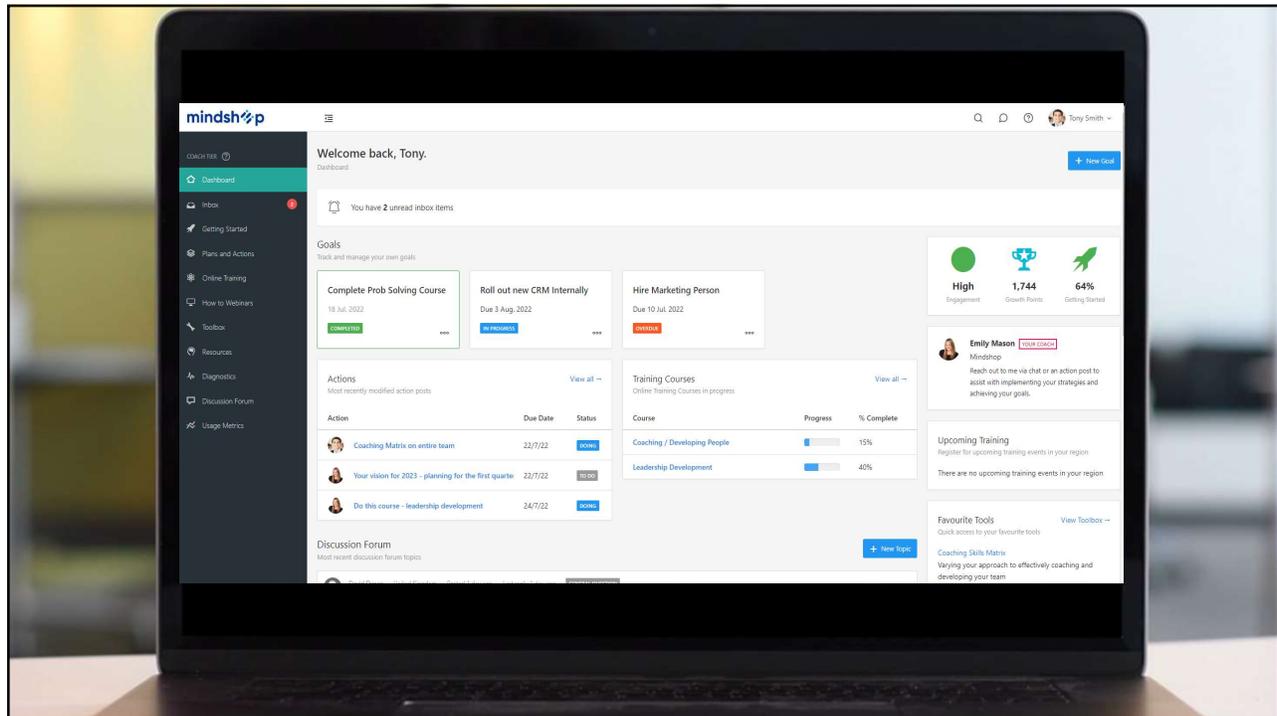
- Spend 8 minutes in pairs noting down the key actions from today you will apply back into your business.
- Present back your top 3 actions

baldry+
sanford
CHARTERED ACCOUNTANTS



mindsh**p**

40



41

Summary from today

- What Mindshop online courses and new tools will you or your team use or complete in 2024
- Disruptions to consider in strategies
- Playing to win insights for 2024
- 6 keys to creating an agile strategy
- Product portfolio analysis
- Key strategies for your 2024 game plan for success

What was your key take away message from today?

mindshopp

42

Growth Hub 2024 Workshops

Four rounds of practical workshops throughout the year providing the latest insights, best practice, contrarian thinking and practical 'how to's' to accelerate the overall performance of you as a leader and your business.

| TRENDS | LEADERSHIP | AGILITY | PERFORMANCE |
|---|--|---|---|
| <p>Workshop 1 - 5th March 2024 In person 4 hour workshop Location – baldry + sanford offices</p> | <p>Workshop 2 - 11 June 2024 In person 4 hour workshop Location – baldry + sanford offices</p> | <p>Workshop 3 – 3 Sept 2024 In person 4 hour workshop Location – baldry + sanford offices</p> | <p>Workshop 4 - 3 December 2024 In person 4 hour workshop Location – baldry + sanford offices</p> |
| <p>Discover emerging trends all leaders need to understand for higher performance. Challenge your plans with experienced peers.</p> <p>Potential learning topics:</p> <ul style="list-style-type: none"> • Pivot strategies to embrace • Market and economic shifts • Leveraging new technology • Sustainability trends • Building capacity and capability – new approaches • Productivity / Efficiency • Resetting your plans for 2024 • Problem solving roundtables <p>Facilitator Name XXXXX</p> | <p>Dramatically boost your effectiveness as a leader. Learn new, practical approaches and insights to embrace in your role.</p> <p>Potential learning topics:</p> <ul style="list-style-type: none"> • Reimagining leadership • Coaching mastery • Leadership effectiveness • Mindset & resilience • Personal productivity • High performance cultures • Discuss and learn from leadership case studies • Problem solving roundtables <p>Facilitator Name XXXX</p> | <p>Learn new approaches to staying agile when driving change across your organisation. Discover how to get the most from your team.</p> <p>Potential learning topics:</p> <ul style="list-style-type: none"> • Team effectiveness • Managing hybrid teams • Change success barriers • Change cadences that work • Attraction & retention strategies • Staying agile & lean • Emerging learning techniques • Performance management • Problem solving roundtables <p>Facilitator Name XXXX</p> | <p>Drive higher performance in the year ahead. Where are your emerging opportunities? What strategies will cut through?</p> <p>Potential learning topics:</p> <ul style="list-style-type: none"> • Scaling for success • Emerging opportunities • Strategies for 2025 • Profitable growth • Sales performance • Marketing / branding shifts • Discuss and learn from high performance case studies • Problem solving roundtables <p>Facilitator Name XXXX</p> |

Further professional development available through 20+ courses and 120+ tools on Mindshop Online

43

Thank you for attending

Good luck with embedding the wealth of insights covered today on agile strategy and building a gameplan for success in 2024.

Next workshop date: 5 March 2024




44