



Crystal Lean Solutions

**Training**  
Academy

# Strategy Development and Deployment



# Strategy Development and Deployment

<b>DURATION:</b>	2 Days
<b>ACCREDITATION:</b>	Crystal Lean Solutions
<b>COURSE CODE:</b>	1079

## AIM:

The aim of the Strategy Development and Deployment programme is to provide you with the knowledge, tools, and frameworks to create a business plan to deliver your strategy and to process to bring strategy to life within the business. This in turn will enable you to communicate and execute effective business strategies that align with organisational goals and deliver measurable results.

## OBJECTIVES:

At the end of this programme, learners will be able to:

- ✿ Define what strategy is and why it matters.
- ✿ Analyse internal and external business environments.
- ✿ Develop strategic objectives aligned to vision and mission.
- ✿ Apply strategic planning frameworks and tools.
- ✿ Create an implementation plan that engages teams and ensures accountability

## THIS PROGRAMME IS FOR:

The Strategy Development and Deployment programme is suitable for professionals involved in shaping or delivering strategic initiatives within an organisation, including but not limited to:

- ✿ Senior Leaders and Executives
- ✿ Department Heads and Managers
- ✿ Business Development Professionals
- ✿ HR and OD Professionals
- ✿ Project Managers and Team Leads

## **PROGRAMME CONTENT:**

### **Day 1:**

#### **Introduction to Strategy**

- \* Defining what strategy is and why it matters
- \* The link between strategy, leadership, and organisational success
- \* Key differences between strategy, goals, and operational plans

#### **The Strategy Development Process**

- \* Stages of development from strategic to targets

#### **Setting Strategic Goals**

- \* Vision, Mission and Purpose – what are they and why are they important?
- \* Test your Vision and Mission statement as fit for purpose
- \* Creating strategic objectives and SMART measurable goals
- \* Identify how to create annual goals aligned to strategic goals and objectives

#### **From Planning to Action**

- \* Overview of strategic projects and process
- \* Sponsor and Leader roles
- \* Identify strategic projects to deliver strategic goals
- \* Identify process goals and objectives

#### **Involving Stakeholders in Strategy Creation**

- \* Encouraging collaboration and ownership through consultation
- \* Facilitating constructive strategic discussions
- \* Overcoming resistance and balancing diverse viewpoints
- \* Environmental scanning tools (e.g. SWOT, PESTEL)
- \* Identifying opportunities, risks, and key priorities

#### **Communicating Strategy During Development**

- \* Presenting ideas clearly and persuasively
- \* Using constructive conversations to refine strategy
- \* Gathering feedback and building consensus

#### **Reflection and Action Planning**

- \* Key learning points from strategy development
- \* Individual reflections and identifying next steps for deployment

**Day 2:****Translating Strategy into Action**

- ✿ Moving from planning to execution
- ✿ Converting objectives into operational actions and milestones
- ✿ Prioritising initiatives and allocating resources

**Communicating and Embedding Strategy**

- ✿ Ensuring clarity and alignment across teams
- ✿ Communicating vision and direction effectively
- ✿ Using the GROW model to coach others toward strategic goals

**Monitoring and Measuring Progress**

- ✿ Establishing KPIs and success metrics
- ✿ Tracking progress through reviews and feedback loops
- ✿ Adapting to change and continuous improvement

**Leading Strategy Implementation**

- ✿ Leadership behaviours that drive strategy success
- ✿ Building accountability and engagement at every level
- ✿ Managing resistance and sustaining motivation

**Review and Reflection**

- ✿ Evaluating strategy effectiveness
- ✿ Integrating learning from deployment challenges
- ✿ Personal and team action plans for ongoing strategic improvement

<b>ASSESSMENT:</b>	None
<b>GRADING:</b>	Not Applicable
<b>PROGRAMME DELIVERY:</b>	Classroom
<b>TOTAL DURATION OF THE PROGRAMME INCLUDES:</b>	2 days
<b>CERTIFICATION CRITERIA:</b>	Completion of all training days on programme.
<b>CERTIFICATION BODY:</b>	Crystal Lean Solutions
<b>RECOGNITION OF PRIOR LEARNING (RPL):</b>	Please discuss directly at office@crystalleansolutions.ie
<b>PRE-REQUISITE:</b>	None

**OTHER COURSES OF INTEREST FROM THE CLS TRAINING ACADEMY:**



-  Accountability through Tiered Management
-  Project Portfolio Management
-  Effective Presentation Skills
-  Leader Standard Work