



Title

Corporate Strategy and Position Assessment

Duration

3 Days

Objectives

- In this workshop you develop the vision and positioning of your company for today and in future.
- You develop a common understanding for your aims and determine the strategies to achieve them.
- This workshop clarifies meaning and value of your work and your self-perception and image, as well in the differentiation to competition.
- The clearly formulated corporate strategy provides an orientation for your daily work.

Content

- Development of your entrepreneurial vision/mission
- Development of your positioning, the uniqueness of your company today and in future
- Development of your value system
- Determination of your target groups and their needs
- Development of your services, offers, products
- Develop the chances and risks of your business
- Determination of future aims and strategies with action plan

Target Group

Owners, managing board, executives and partners that want to lead their company successfully and goal-oriented into the future.

Comments

If you want more detailed information about your entrepreneurial orientation, we recommend out internationally experienced coaching concept „Corporate Life Cycle“. Further information about CLC can be found on our homepage.