



One Day Workshop (ODW)

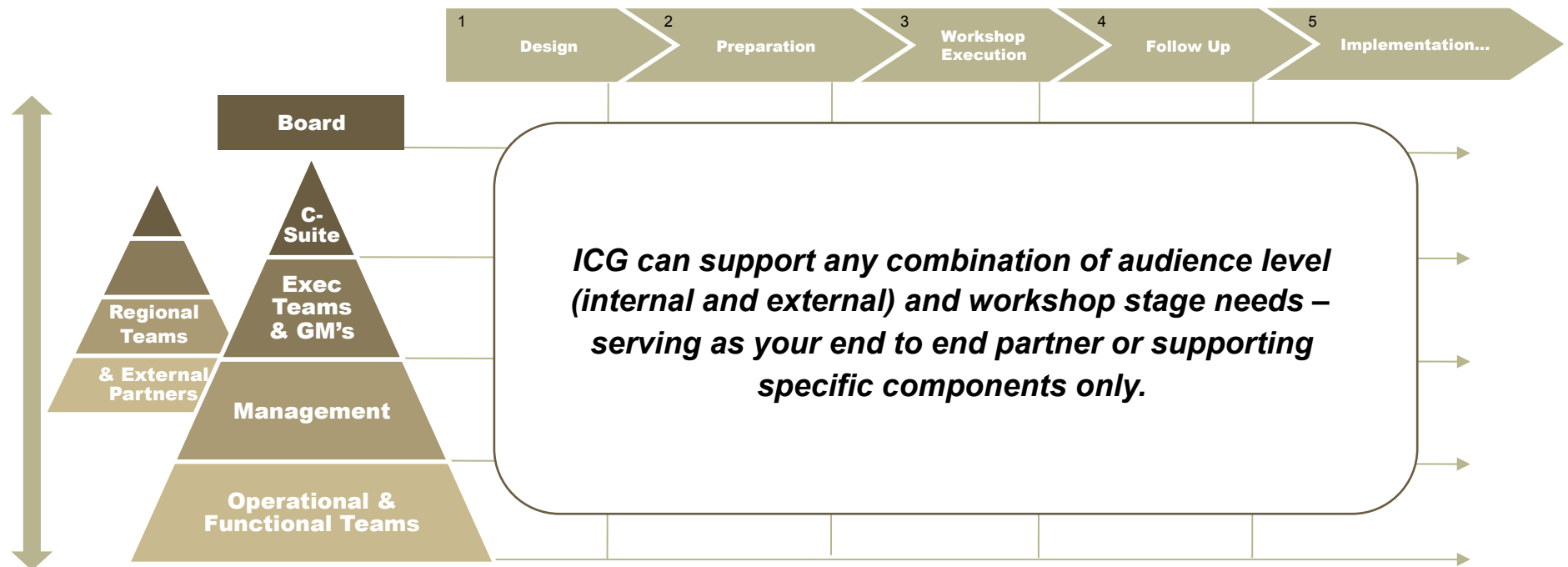
Driving business progress and team outcomes, via high impact workshops and flexible, end to end support



One Day Workshop – Full range of support for any workshop type

ICG supports all levels and types of organisational workshop, from Senior Public Boards to operational teams and external partners – provided with a full range of support options, from workshop design through to implementation.

ICG's One Day Workshops drive intensive, collaborative focus on priority challenges and opportunities. Leaving your team equipped and energised for successful, scalable execution.



High impact workshops and flexible, end-to-end support

ICG's comprehensive support menu is fully customisable and maximises results for your organisation and team.



Types (samples)

- Annual, 3 year, 2020, or initiative specific
- Strategy review and refresh
- Innovation or priorities acceleration
- Collaboration with key customers, partners or stakeholders
- Governance reviews
- Transformation/execution planning and decision making
- Creation and codification of IP.

ICG Support Options

- a. Client Led
- b. Co-designed
- c. ICG driven
- d. Workshop participant design team
- e. Review your design
- f. Audit of current workshops and their effectiveness/efficiency.

- No preparation
- Accelerated or long lead time
- Participant involvement
- Research focused
- Bespoke background reading.

- a. Participant survey, interviews or 360
- b. Scenarios or lite interactive war game (LIW) development
- c. External/internal confidential market sounding (CMS) or local peer roundtable (LPR)
- d. Knowledge area review (KAR)
- e. Trends synthesis and analysis
- f. Pre reading Packs (PRPs).

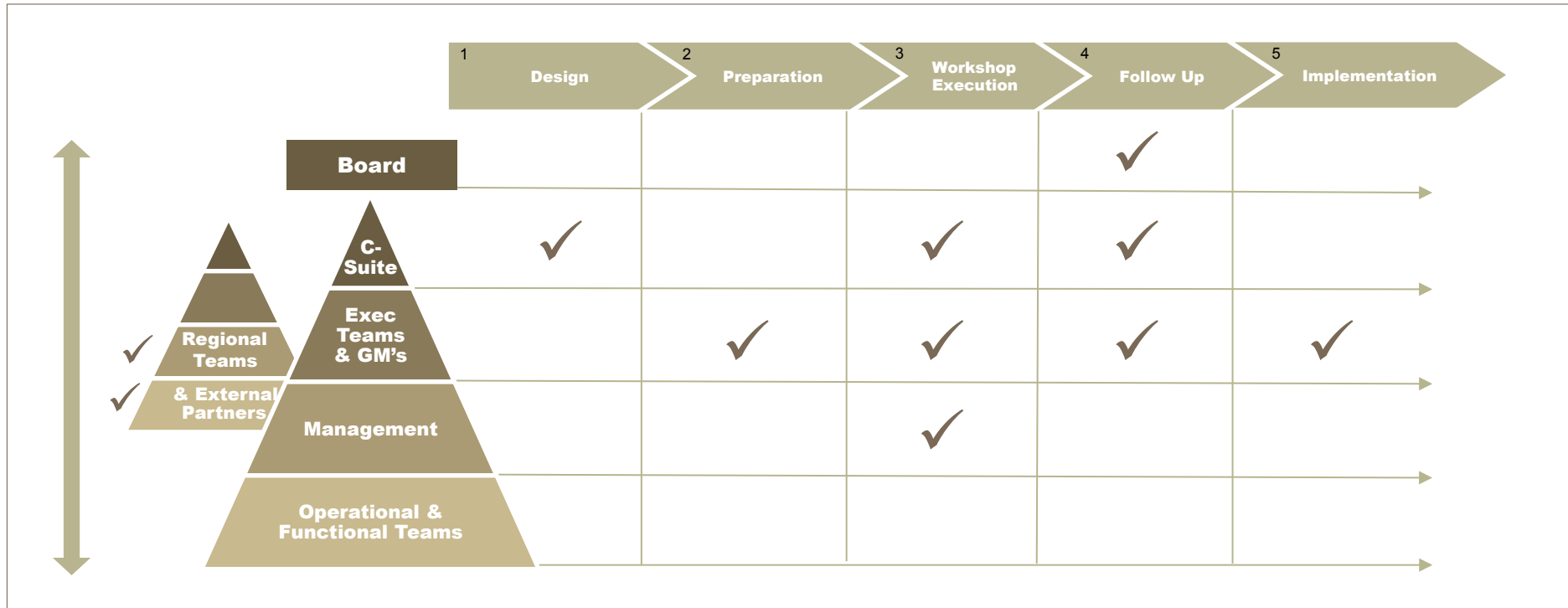
- Greenfield brainstorming, scenarios to detailed planning
- Intact or cross organisational team
- 5 to 50 people
- Standalone or integrated within a broader forum
- Half day to multiple days, on/offsite.

- a. Single or multiple facilitators, with the ability to pair with internal facilitators
- b. External experts or industry leaders
- c. Event management
- d. Meeting support.

- Immediate through to long term
- Workshop specific or broader
- Advisory through to dedicated resource
- Senior partner to junior support.

- a. Workshop outcomes report
- b. Follow on recommendations
- c. Debrief with sponsors
- d. Virtual or in person follow up session
- e. Support consultancy for implementation
- f. Access to senior subject matter experts.

Sample – Growth strategy and accelerated execution workshop



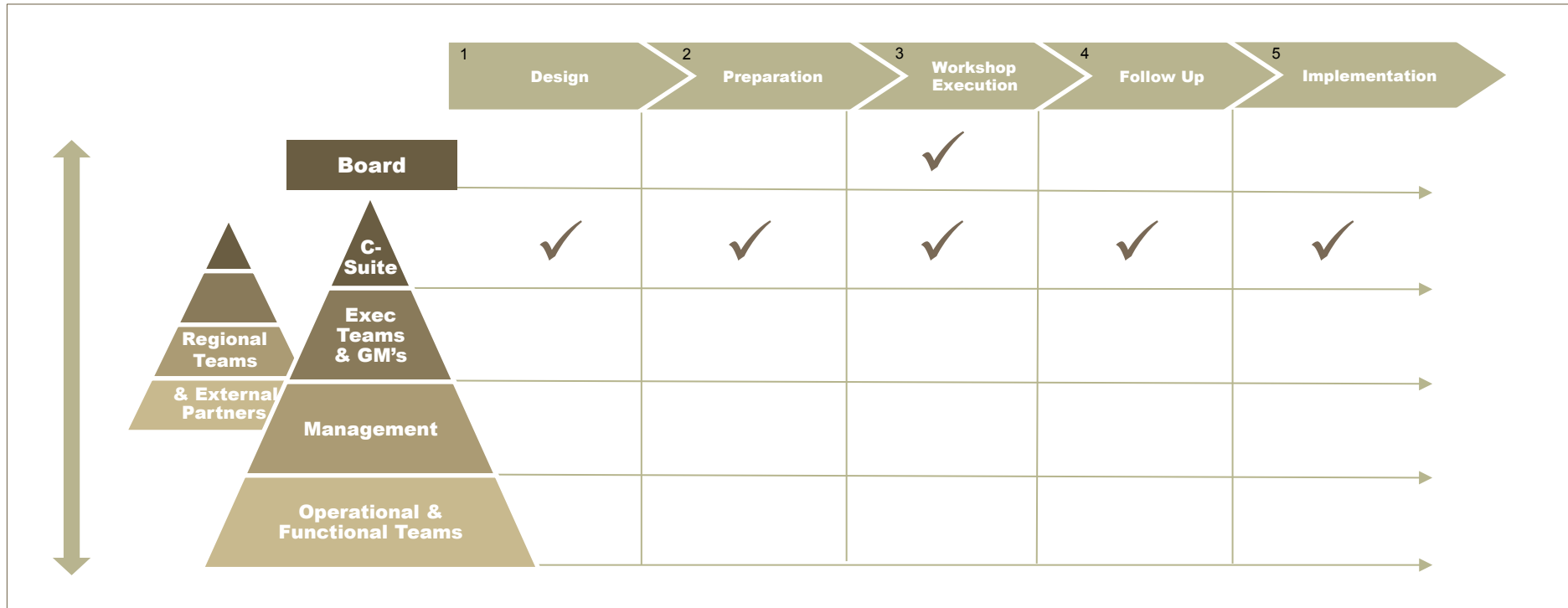
Why – Turnaround market performance, re-establish sustainable industry and brand leadership.

What – Joint strategy setting with a key national customer and partner company. Included a focus on innovation, accelerated execution and partnership commitments. The ODW resulted in agreed priority opportunities, a high-level rollout approach and joint action plan.

How – Workshop design with the sponsor and consultation with the partner sponsors; an internal review and participant interviews; market trends and consumer insights synthesis and pre-read. In-session review of current strategies and team breakouts from brainstorming to detailed planning. With a workshop outcomes report, debrief and follow on consultancy.

Market Result – Significant revenue uplift in 6 months that outstripped targets set in the workshop. Rated top supplier at the customer's analyst conference. The approach was scaled across the region by both the sponsor and partner companies.

Sample – Board strategy off-site



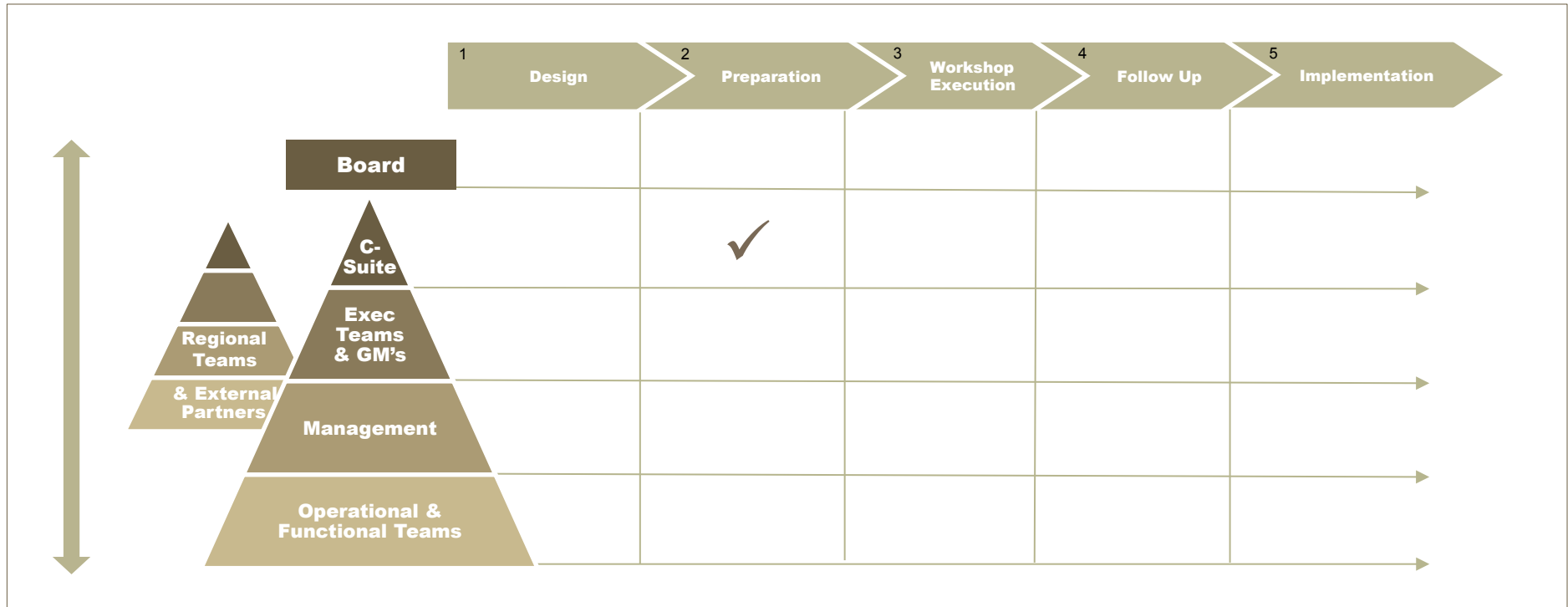
Why – Annual Board Off-Site Coinciding with need for a three year strategic plan.

What – Comprehensive strategy setting with a key national financial institution. Included a focus on global and local trend analysis, competitor response, innovation and confident execution. The ODW resulted in a significant board buy-in and support for the new strategy.

How – Workshop design with the sponsor and consultation with the executive team and Chairman; a comprehensive strategic review document leveraged ICG research and client understanding and hypotheses; market trends and published local and global data synthesis and pre-reading pack. Session facilitated by a very senior strategist produced support and confidence around the path forward.

Market Result – Continued confident execution against key strategic initiatives.

Sample – Board scenario planning preparation



Why – Annual Board Off-Site – Commitment to conduct a scenario planning exercise.

What – Review, refinement and re-engineering of an approach to trend analysis based on ICG's Strategic Radar Technology.

How – Worked with the internal strategy team to upgrade the approach and tools used and to coach on recommended process.

Market Result – Board members engaged and bought into the underpinnings of the agreed strategy.



Internal Consulting Group

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