

DESIGNING & FACILITATING CXO STRATEGY WORKSHOP

CONTEXT

A food manufacturer disrupted the segment with their environmentally-sustainable product but struggled to build sustainability across the rest of their business model.

We designed a one-day workshop with the founder, CEO, CFO, and BU leaders to align on problems and craft a sustainability strategy across the business.

APPROACH

- Pre-interviewed workshop participants, stakeholders, and experts
- Distilled into workshop assets: client strategy docs, analogous situations, case studies, whitepapers, trends
- Refined problem statement
- Designed workshop exercises to cue-up necessary debates and created activity templates to shape them toward usable outcomes
- Developed workshop theme, wall-to-wall imagery, decoration, music, and food – to inspire participants to think differently



RESULTS

- Co-facilitated workshop so voices could get heard & built-upon
- Aligned on problem definition & problem drivers
- Identified sustainability priorities across the business model
- Created roadmap to implement the strategy across two years
- Concluded with champagne toast & commitments from each BU
- Client deliverable: synthesized all outputs & iterated on roadmap



To tackle a multi-faceted problem in a novel way, you need a novel approach...

...new setting, overarching metaphor, analogous case studies, outsider POVs, energizing music. Still, don't overlook the importance of starting with a tightly-constrained problem statement and getting the right people in the room.

