

Strategy Mindset Series: Designing & Implementing Practical Strategy

- Who Should Consider Attending:
 - Leaders Looking to Learn the Most Current Approaches in Strategy
 - Leaders Seeking to Improve their Strategy Ability
 - Functional Experts without a Formal Strategy Education
 - Executives Looking for a Re-Fresh on Proven Strategy Approaches
 - Executives Tired of Worn-Out Strategy Gimmicks



Virtual Workshop

Monday – April 5, 2021

8:30 AM – 1 PM – Strategy Workshop

Tuesday – April 6, 2021

8:30 AM – 1 PM – Strategy Workshop

Wednesday – April 7, 2021

8:30 AM – 1 PM – Strategy Workshop

Image courtesy of bluebay at FreeDigitalPhotos.net

In-Person Workshop Wynn / Encore Las Vegas



Tuesday - October 12, 2021

7:30 AM – 8:30 AM – Breakfast Buffet

8:30 AM – 4 PM – Strategy Workshop with catered lunch

4:30 PM – 6:30 PM – Reception (Heavy hors d'oeuvres, Wine & Beer)

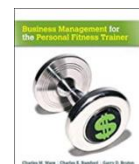
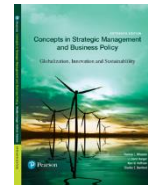
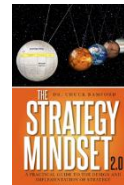
Wednesday - October 13, 2021

7:30 AM – 8:30 AM – Breakfast Buffet (Featured Speaker)

8:30 AM – 4 PM – Strategy Workshop with catered lunch



- Session Leader: Dr. Chuck Bamford
 - Author of 7 books including:
 - The Strategy Mindset 2.0
 - Concepts in Strategic Management (15th edition - Pearson)
 - Entrepreneurship (4th edition – McGraw-Hill)
 - Consulted with over 140 organizations in the past 8 years
- Learn how Strategy is both an **ART** and a **SCIENCE**
 - **Limited Attendance** – Allows for High Interaction
 - Full-circle, proven approach grounded in Research & Practice
 - Strategy Design is **Systematic & Practical**
 - Development and use of the one-page **STRATEGY MAP**



Virtual Strategy Workshop

Monday – April 5, 2020

8:30 AM – 1 PM – Workshop

8:30 – 8:50	1. INTRODUCTION	<u>Whole Group</u> : Chuck Bamford Set the stage. Welcome participants and share agenda
8:50 – 9:40	2. Strategy Fundamentals	<u>Whole Group</u> : Presentation / Discussion
9:40 – 10:00	3. External Analysis I	<u>Whole Group</u> : Customer and Competitor Analysis

10:00-10:15 BREAK

10:15 – 11:00	4. External Analysis II	<u>Whole Group</u> : Analysis of Competitors as a Foundation for Strategy
11:00 – 11:45	5. Organization Table Stakes	<u>Whole Group</u> : Discuss 'table stakes' (orthodox) elements & analysis

11:45 – Noon BREAK

12:00-1:00	6. Orthodox Issues	<u>Small Groups</u> : What are the 'Table Stakes' issues at your organization that concern you? (15 Minutes) <u>Whole Group</u> : Discuss each of these as are willing to share – Examine Research Approaches for Determining Priority / Approach
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Tuesday – April 6, 2020

8:30 AM – 1 PM – Workshop

8:30 – 8:40	1. Re-Cap	<u>Whole Group</u> : Current Status – Quick Refresh
8:40 – 9:30	2. Potential Competitive Advantages	<u>Small Groups</u> : Why do you believe Customers buy from you NOW? What separates you from your competitors? (15 Minutes)
9:30 – 10:15	3. Resource-Based Analysis	<u>Whole Group</u> : Discuss each of these as willing to share – examine approach <u>Whole Group</u> : Analysis Tool to Determine REAL competitive advantages

10:15 – 10:30 BREAK

10:30 – 11:30	4. Resource-Based Analysis Applied	<u>Small Groups</u> : Do any of your Potential Advantages survive RBA? (15 Minutes) <u>Whole Group</u> : Discuss application / approach with several examples
11:30 – 12:00	5. Perfect Customer	<u>Whole Group</u> : Analysis Approaches / Techniques for determining Perfect Customer
12:00 – 1:00	6. Mission / Vision / Values	<u>Whole Group</u> : Crafting Mission / Vision / Values <u>Small Groups</u> : Look at Your Mission Statement – Evaluation (15 Minutes) <u>Whole Group</u> : Discuss

Wednesday – April 7, 2020

8:30 AM – 1 PM – Workshop

8:30 – 8:40	1. Re-Cap	<u>Whole Group</u> : Current Status – Quick Refresh
8:40 – 9:15	2. Developing the Strategy MAP	<u>Whole Group</u> : Elements and Reasoning

9:15 – 10:30	3. Metrics I	<i>Whole Group: Design of Activity Metrics</i> <i>Small Groups: Crafting Activity Metrics (15 Minutes)</i> <i>Whole Group: Discussion of Effective Metrics</i>
10:30 – 10:45 BREAK		
10:45 – 11:15	4. Metrics II	<i>Whole Group: Strategic Change, Metric Analysis Refinement & Pay-For-Performance</i>
11:15 – 12:00	5. Structuring the Organization	<i>Whole Group: Elements of the Business & Coordination Approaches - Bamford</i>
12:00 – 1:00	6. Implementation Approaches / Issues	<i>Whole Group: Discussion of Implementation issues (Zone of Indifference, Focus, Project Plans)</i> <i>Whole Group: Topics in Strategy That the Team Wishes to Discuss</i>

In-Person Strategy Workshop

Tuesday - October 12, 2020

7:30 AM – 8:30 AM –Breakfast Buffet

8:30 AM – 4 PM – Workshop (Lunch Included)

4:30 PM – 6:30 PM – Reception (Heavy hors d'oeuvres, Wine & Beer)

8:30 – 8:50	1. INTRODUCTION	<i>Whole Group: Chuck Bamford</i> <i>Set the stage. Welcome participants and share agenda</i>
8:50 – 9:40	2. Strategy Fundamentals	<i>Whole Group: Presentation / Discussion</i>
9:40 – 10:00	3. External Analysis I	<i>Whole Group: Customer and Competitor Analysis</i>
10:00-10:15 BREAK		
10:15 – 11:15	4. External Analysis II	<i>Whole Group: Analysis of Competitors as a Foundation for Strategy</i>
11:15 – 12:00	5. Organization Table Stakes	<i>Whole Group: Discuss 'table stakes' (orthodox) elements & analysis</i>
12:00 – 1:00 LUNCH BREAK		
1:00– 1:45	6. Potential Competitive Advantages	<i>Small Groups: Why do you believe Customers buy from you NOW? What separates you from your competitors? (15 Minutes)</i> <i>Whole Group: Discuss each of these as willing to share – examine approach</i>
1:45 – 2:30	7. Resource-Based Analysis	<i>Whole Group: Analysis Tool to Determine REAL competitive advantages</i>
2:30 – 2:45 BREAK		
2:30 – 4:00	8. Resource-Based Analysis Applied	<i>Small Groups: Do any of your Potential Advantages survive RBA? (15 Minutes)</i> <i>Whole Group: Discuss application / approach with several examples</i>

Wednesday - October 13, 2020

7:30 AM – 8:30 AM –Breakfast Buffet (Featured Speaker)

8:30 AM – 4 PM – Workshop (Lunch Included)

8:30 – 8:40	1. Re-Cap	<u>Whole Group</u> : Current Status – Quick Refresh
8:40 – 9:20	2. Perfect Customer	<u>Whole Group</u> : Analysis Approaches / Techniques of Perfect Customer
9:20 – 10:30	3. Mission / Vision / Values	<u>Whole Group</u> : Crafting Mission / Vision / Values <u>Small Groups</u> : Look at Your Mission Statement – Evaluation (15 Minutes) <u>Whole Group</u> : Discuss Thoughts
10:30 – 10:45 BREAK		
10:45 – 11:15	4. Developing the Strategy MAP	<u>Whole Group</u> : Elements and Reasoning
11:15 – 12:00	5. Metrics I	<u>Whole Group</u> : Design of Activity Metrics
12:00 – 1:00 Lunch BREAK		
1:00 – 1:30	6. Metrics II	<u>Whole Group</u> : Strategic Change and Metrics
1:30 – 2:15	6. Structuring the Organization	<u>Whole Group</u> : Elements of the Business & Coordination Approaches - Bamford
2:15 – 2:30 BREAK		
2:30 – 4:00	7. Implementation Approaches / Issues	<u>Whole Group</u> : Discussion of Implementation issues (Zone of Indifference, Focus, Project Plans) <u>Whole Group</u> : Topics in Strategy That the Team Wishes to Discuss

The Workshop includes:

- 1) Pre-readings (Sent by email) & Recommended Activities
- 2) A virtual meeting with Dr. Chuck Bamford to discuss the event, your strategy goals and answer questions
- 3) Seminar notebooks with templates and complete presentation deck
- 4) A copy of *The Strategy Mindset 2.0* (along with some ‘bling’)

If attending the In-Person Workshop then the investment also includes:

- 1) Daily breakfast, lunch, all-day refreshments
- 2) The Reception at the end of the first day (Heavy hors d'oeuvres, Wine & Beer)
- 3) The Featured Speaker event at breakfast on the second day

Investment:

In-Person Workshop -

- \$2,250 per participant if registered prior to June 15, 2021
- \$2,500 if registered after June 15, 2021
- Participants are responsible for their own travel, lodging, and any additional meals
- There is a \$200 discount per person for additional attendees from the same organization

- Cancellations (\$200 fee deducted) are accepted if written notification is received at least 30 days prior to the program starting date. Cancellations received between 30 days and 10 days of the program start will be charged 50% of the total program fee. Any cancellations within 10 days of the program start will not receive a refund

To enroll, please follow this link (<https://www.eventbrite.com/e/strategy-workshop-designing-implementing-practical-strategy-las-vegas-tickets-133997063825>). For questions / additional information please email us at eandrews@bamfordassociates.com or call 336-407-5643.

Virtual Workshop –

- \$1,500 per participant if registered prior to March 1, 2021
- \$1,750 if registered after March 1, 2021
- There is a \$200 discount per person for additional attendees from the same organization
- Cancellations (\$200 fee deducted) are accepted if written notification is received at least 30 days prior to the program starting date. Cancellations received between 30 days and 10 days of the program start will be charged 50% of the total program fee. Any cancellations within 10 days of the program start will not receive a refund

To enroll, please follow this link (<https://www.eventbrite.com/e/live-online-strategy-workshop-designing-implementing-practical-strategy-tickets-134002666583>). For questions / additional information please email us at eandrews@bamfordassociates.com or call 336-407-5643.

What Previous Attendees Have Said about this Workshop

“I recommended you to someone today, from YPO. It was great to have the framework to apply, and a means to evaluate thoughts.”

Jeff Guberman
Chief Executive Officer
McVeigh Global Meetings and Events

“Chuck is fun, engaging, and gives you deep insight into what strategy is and what it is not. If you care about growth and execution, this seminar is practical, actionable, and valuable to achieving positive results.

Vince Mayfield
Chief Executive Officer
Bit-Wizards

“Your workshop was without a doubt the most valuable professional development I’ve taken part in. I’d highly recommend this seminar to anyone in a strategy or strategy-adjacent role.”

Erik Cote
Assistant Vice President for Strategy & Policy
Wentworth Institute of Technology

“I love how down to earth our Professor Chuck is with everyone who attended. He provided real world examples and focused our discussions on what the participants wanted to discuss. He made concepts that seemed challenging to me very easy to understand and approachable”

Michele Stevenson
Director - Learning & Development
WYNN LAS VEGAS

“Regardless of where you are at in your strategic planning process you will find value in this. Gather your leadership and/or your business friends and go.”

Art Betancourt
Principal | CEO
AEBetancourt

“This event is fantastic for high performing Managers and Directors who are working their way to the Senior Management Team. Chuck offers invaluable experience and wisdom that re-enforces the basics when it comes to setting strategy while also introducing innovative theories that aren’t common knowledge to most.”

Jared Rapier
Regional Vice President of Hospitality Marketing
Caesars Entertainment

“Oftentimes one goes to a conference and walks away inspired by the work of colleagues across their industry, but with very few tools for how to implement concepts in their own organization. Chuck’s workshop could not have been more different. Not only did I leave inspired by the work of fellow participants, but also by the knowledge I could immediately apply to my organization. I would highly recommend this workshop to anyone working directly in strategy or who has related management responsibilities in strategy implementation.”

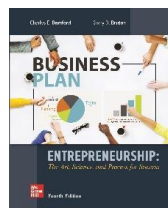
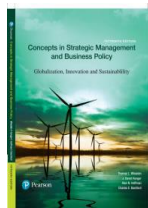
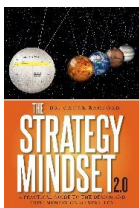
Courtney L. McKenna
Assistant Vice President for Strategy and Policy
Wentworth Institute of Technology



Charles E. Bamford, Ph.D.

Dr. Chuck Bamford is the Managing Partner at Bamford Associates, LLC, a Strategy Consulting Firm that is focused on the processes for both the Design and Implementation necessary for truly separating an organization from its competitors.

Dr. Bamford led both M&A and Corporate Training groups for twelve years prior to pursuing his Ph.D. He is the author of seven books including *The Strategy Mindset 2.0* as well as two of the market leading textbooks used in both undergraduate & graduate programs around the world. *Strategy* – 15th edition (Pearson) & *Entrepreneurship* – 4th edition (McGraw-Hill)



Chuck is a regular speaker at conferences, trade shows, corporate events & conventions. He is also the author of the fiction novel “*Some Things are Never Forgiven.*”



Chuck has published **18** research articles in the top referred academic journals in the fields of Strategy and Entrepreneurship.

Good STRATEGY is NOT Industry Specific

We have helped hundreds of clients re-imagine and implement their strategic vision across both the profit and non-profit spaces



- ❑ Co-Designer of the *Practical Strategy Approach*
- ❑ **Proven** approach grounded in Research & Practice
- ❑ We are **Process** experts (And there is a Process) – Clients are the Content experts
- ❑ 140+ Clients in the Past 8 Years

He is an Adjunct (Part-Time) Professor of Strategy at **Duke University (Fuqua)** where he teaches in both the MBA and EMBA programs. He has worked with organizations in more than 20 countries. He was previously a Professor at the **University of Notre Dame, University of Richmond, Texas Christian University, and Tulane University among others.** He has been honored with **22** Professor of the Year awards including **12** Executive MBA Professor of the Year Awards. He was named a **Noble Foundation Fellow in Teaching Excellence** and a **Poets & Quants EMBA Favorite Professor.**

Chuck earned his B.S. degree at the **University of Virginia (McIntire School of Commerce)**, an MBA at **Virginia Tech** (Finance) and a Ph.D. in Strategy & Entrepreneurship at the **University of Tennessee.**

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