

What is the Point in Having a Strategy?



TALE **ACTION** EVENT

Attend our **free Strategy event** to discover why strategies are important to maximise the success and sustainability of your business.

Do you have a strategy for your business? Can you clearly identify why you are doing what you are doing and, therefore, the best way to maximise your opportunities?

Most businesses know why they exist whether they are the smallest or the largest – ultimately, it is to make money through the provision of a product or service. You know your product or service well but can get so bogged down in the day-to-day operations, you are not able to quickly and concisely articulate what you are about and what your ultimate objective is. You may know that you need to write a strategy but you are not sure how to do it or even why. Or you may feel that a strategy is only for larger businesses and not you.

Our event is designed to give you an introduction as to why strategies are important no matter the size of the business or your aspirations for the business.

Aimed at leaders of the business, the session is designed to be appropriate to the key decision makers in an SME: it will be relevant to those in charge of planning and setting the future direction for the company.



TALE **ACTION** EVENT

Attend a session with our coach seeing practical results in industry



OUR EXPERT CAN GUIDE YOU TO:

- Understand what a strategy is and, crucially, what a strategy is not
- Why a strategy is important to the success of your business and project
- For what purposes strategies can be deployed
- The different strategy 'types'

TALE **ACTION** EVENTS are hands-on sessions: attendance is limited to a small group of delegates.

The aim is to prepare action plans, with the focus on practical methods and examples.

TALE is ERDF funded
www.tale.org.uk

WHO IS OUR EXPERT?

Anita Thornberry – Executive Director Haven Gateway Partnership and Director, Goldville Ltd

Anita's career began in the City of London working on the foreign exchange markets. She then decided to change direction and work in economic growth and has held senior strategic leadership roles for the past 15 years.

Anita leads the Haven Gateway Partnership, setting strategic direction and overseeing its delivery. Anita also works as a consultant, advising organisations on strategic direction and leadership as well as writing bespoke strategies for them.

Your Business Support Facilitator can assist you with booking your place on this workshop.

Alternatively book now on www.tale.org.uk or call 01206 764778.