

# How Do I Go About Creating a Strategy?

TALE **ACTION** EVENT



Attend our **free Strategy** event to discover how to go about writing a strategy to maximise the success and sustainability of your business.

*Would you like to have a strategy for your business or project but aren't sure how to go about creating one? Does the thought of creating a strategy seem daunting?*

It is beneficial for all businesses, whatever their size, to have an up-to-date strategy to help with the operation of the business and maximise its potential. You know where you are going, why you are doing what you are doing. You're not sure how to put it down on paper or you don't have the time to create the 'headspace' needed to think about what creating a strategy will look like but you know that having one would be beneficial to your business. Perhaps you're unsure what a strategy compared to a business plan needs to contain.

Our event is designed to give you an introduction into basic frameworks for writing a strategy. It will provide an overview of what a good strategy should include and what preparation needs to be carried out in advance to ensure you have the most robust piece of work you can.

Aimed at leaders and senior managers of the business, the event is designed to be appropriate to an SME.



A Haven Gateway Partnership Project



European Union  
European Regional  
Development Fund

# TALE **ACTION** EVENT

Attend a session with our coach  
seeing practical results in industry



## OUR EXPERT CAN GUIDE YOU TO:

- Understand the basic framework for a good strategy
- Explore the different components that makes up a good strategy
- Initiate the preparation needed in advance of creating a strategy
- Give you tips and ideas on how best to approach creating a strategy

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.

## 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](http://www.tale.org.uk) or call 01206 764778.

TALE is ERDF funded  
[www.tale.org.uk](http://www.tale.org.uk)