



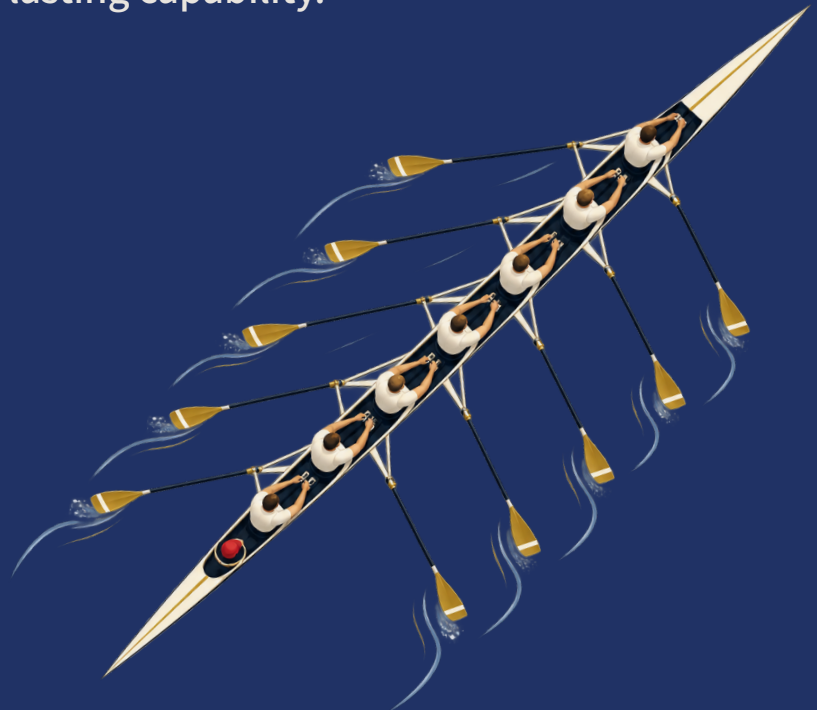
FOUR FACILITATED PROGRAMS FOR DIFFERENT  
LEADERSHIP-TEAM CHALLENGES

# Different challenges. The right program.

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Resolve a pressing issue. Get execution back on track.

Respond to disruption. Build lasting capability.



CLARIFY • ACTIVATE • NAVIGATE • TRANSFORM

## THE CHALLENGE

### Strategy Succeeds – or fails – at the team level

Organizations invest heavily in developing individual leaders and creating strategic plans. Yet strategy does not succeed through individuals working in isolation. It depends on the collective decisions, behaviours and follow-through of the leadership team..

### A group of exceptional senior leaders does not automatically become an exceptional leadership team

Even a sound strategy can stall when leaders interpret priorities differently, protect competing initiatives or allow urgent operational demands to crowd out strategic work. Agreement in the room gives way to inconsistent action afterward.

### What this looks like in practice

|                                                     |                                                        |
|-----------------------------------------------------|--------------------------------------------------------|
| Priorities multiply and compete for attention       | Decisions are reopened instead of executed             |
| Functions optimize locally rather than collectively | Leadership messages vary across the organization       |
| Resources remain tied to yesterday's priorities     | Day-to-day pressures pull the team away from execution |

### Talent and commitment are rarely why strategy stalls

More often, the leadership team lacks a shared way to interpret the situation, make trade-offs, reinforce priorities and hold itself accountable for execution. **Mastering Strategy** builds that collective capability.

## THE MASTERING STRATEGY DIFFERENCE

### Strengthen the team responsible for strategy

**Mastering Strategy** is not conventional strategic planning, a generic leadership course or a team-building exercise. It works with an intact leadership team – not individual leaders in isolation – because strategic success depends on how leaders work together.

Participants work on their organization's most important strategic issues, not hypothetical cases. They move that work forward while strengthening how they think, decide, align, act and execute together.

#### Strategic progress and a stronger leadership team

In **CLARIFY**, **ACTIVATE** and **NAVIGATE**, addressing the immediate challenge comes first. The team resolves an issue, gets execution back on track or responds to disruption—and leaves with a focused action plan. In working together, it also becomes more effective.

**TRANSFORM** has a different purpose. Across six modules, the team builds a lasting shared approach to thinking strategically, making choices, aligning action and sustaining execution.

### Why Mastering Strategy offers four programs

Leadership teams do not all face the same strategic challenge. The need may be to resolve a pressing issue, restore execution, respond to disruption or build lasting capability. That is why **Mastering Strategy** offers four distinct programs rather than a one-size-fits-all solution.

## FOUR WAYS TO ENGAGE

### One approach. Four strategic situations.

Each program matches a different strategic need, giving the team the support its situation requires—from resolving one pressing issue to building lasting capability.

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|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>CLARIFY</b></p> <p><b>When one strategic issue needs attention now</b></p> <p>Resolve one pressing issue in three facilitated half-day sessions over three weeks. Reach a shared decision, define clear commitments and leave with a Strategic Alignment and Action Brief and a focused 90-day plan.</p> <p>ONE ISSUE • SHARED DECISION<br/>• 90-DAY PLAN</p> | <p><b>ACTIVATE</b></p> <p><b>When direction exists and execution needs a reset</b></p> <p>Over three weeks, use two facilitated days – or four virtual half-days – to confirm priorities, confront trade-offs, clarify ownership and establish the leadership rhythm needed for coordinated execution.</p> <p>TWO DAYS • CLEAR PRIORITIES<br/>• BUILT-IN FOLLOW-THROUGH</p>               |
| <p><b>NAVIGATE</b></p> <p><b>When uncertainty demands a response</b></p> <p>Over 10 business days, with two facilitated days, assess exposure, decide what to do now and prepare for what comes next. Leave with a Strategic Response Brief, a 90-day plan and decision triggers.</p> <p>10 BUSINESS DAYS • CLEAR RESPONSE<br/>• PREPARED FOR WHAT COMES NEXT</p>   | <p><b>TRANSFORM</b></p> <p><b>When the team needs to change how it operates</b></p> <p>Across six modules over three months, build the discipline to think strategically, make choices, align action and sustain execution together over time. Externally facilitated or led by a trained internal facilitator.</p> <p>SIX MODULES • LASTING CAPABILITY<br/>• CERTIFICATION AVAILABLE</p> |

**Unsure which program fits? A short conversation will help identify the program best suited to your needs.**

## THE VALUE

# What every program is designed to achieve.

The value of **Mastering Strategy** extends beyond the facilitated sessions. It shows up in the quality and consistency of the leadership team's decisions and actions afterward.

Within its defined scope, every program is designed to leave the leadership team with:

- **A shared understanding** of the issue or situation being addressed
- **Clear decisions** about what happens next
- **Aligned commitments** across the leadership team
- **Named ownership** for agreed actions
- **A practical process** for reviewing progress and adjusting if necessary
- **Stronger collective capability** to address future strategic work together.

## For businesses and not-for-profit organizations

Across sectors, **Mastering Strategy** helps leadership teams make clear choices, coordinate action and follow through together.

**For businesses and corporate divisions,** that discipline supports growth, competitiveness and change.

**For associations and other not-for-profit organizations,** it helps leaders balance mission, member or community value, stakeholder expectations and limited resources.

RIGHT FOR YOUR TEAM?

## Built for leadership teams responsible for developing and executing strategy

**Mastering Strategy** is designed for intact executive and senior leadership teams, including teams leading major divisions or business units. The strongest fit is a team with the authority to make strategic choices, commit resources and address trade-offs directly.

### Created from practical experience

**Mastering Strategy** was created by Chris Ward from more than three decades of work with leadership teams on strategy, alignment and execution. That experience revealed a recurring challenge: even when an organization has a sound plan, its leadership team may struggle to maintain its focus on agreed priorities, keep decisions aligned and execution on track once day-to-day pressures intervene.

**Mastering Strategy** brings together the methods and disciplines developed through that work. Experienced facilitators help teams address difficult issues, make clear decisions and commit to coordinated action.

Strategy succeeds when the leadership team turns clear decisions into coordinated action and sustained follow-through.

### Begin with a conversation

Tell us what your leadership team is facing. We will help you determine whether Mastering Strategy is the right fit – and which program best addresses your situation.

Contact Chris Ward, Creator and Program Director:

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