

The Competitor Over the Horizon

AN EXECUTIVE TEAM EXERCISE IN STRATEGIC THINKING, STRATEGIC PROBLEM SOLVING AND DECISION MAKING

Description

The *Competitor Over the Horizon* is a fun and highly proactive strategic visioning and planning exercise that helps senior executives focus on their company's growth and market dominance (or lack of). It is a group exercise that tests and puts to use each person's:

- knowledge of their own business and their industry
- awareness of industry or market trends
- knowledge of competitor's capabilities and intents
- knowledge of emerging technological advances in their field

There are 3 components to the exercise, each of which can be done independent of the others. While it is highly advisable that all 3 components be consecutively delivered in a continuing session, they do lend themselves to be delivered over a short span of time.

Part 1 Visioning (1/2 day) This module sets up the participants in a new contrived business venture that taps into their knowledge and experience of their business and industry.

Part 2 Strategic/Creative Problem Solving (One day) This module teaches participants the *Simplex*[®] strategic problem solving model, to develop strategies with which to address upcoming industry challengers

Part 3 Decision Making (1/2 day) This last module teaches participants the *Simplex*[®] Wheel step of decision-making. Participants apply the decision-making model to sort and make relevant the data generated in Part 2. Then the group decides what exact elements apply to them and how. The end result is a defined strategy for market supremacy.

Considerations



1. Each exercise is custom-tailored to the customer's specific industry and business, using the customer's company name.
2. Depending on your specific needs, you may choose any one component or the whole program.
3. Participation often results in a long range Vision. In many instances, depending on subject matter complexity and time allocations, a rough draft of a strategic plan is developed.