**Workshop dates:**

Workshop times: 9am -12 noon /lunch / 1pm - 5pm including morning and afternoon refreshment breaks

**Workshop venue:**

**Workshop Summary**

Throughout this workshop you will be working on your own Higher Education Institute’s (HEI) strategic development. The input, tools and techniques we introduce will take you through the basic principles of strategic thinking, strategic planning and implementation which you’ll then be supported to apply to your particular organisation. By the end of the two days we expect you’ll have a series of helpful documents, decisions and actions to take back and continue working with for a more successful organisational future.

Day 1: Strategy overview; visioning; analysis
Day 2: Organisational audiences (value proposition); creating a plan; implementation & metrics

The Strategic Management workshops use an experiential methodology developed by the trainer over the last 15 years. The methodology maximizes learning opportunities for attendees through trainer led input sessions followed by hands-on activities. The activities use a unique set of tools and resources that can be applied to a wide range of organizational strategy situations to create bespoke outputs specific to each HEI and their individual circumstances. All activities are followed by reviewing and reflection to extract tacit learning and accommodate different learner styles.

The methodology has been tried and tested with senior university personnel globally, and specifically with HEI senior leaders in S Asia. All stages in the delivery process encourage critical thinking, reflection and decision making skills development.

The workshop resources are also founded in and adapted from strategic planning tools used highly successfully with executives from large and multi-national enterprises in many countries.

By the end of this workshop you will have a personalised set of strategies and goals to work towards with the resources, skills and knowledge needed to start achieving them.

Resources: There will be hand-outs during the courses. These will also be available as soft copy along with the PPT slides via a shared folder (Dropbox) after the workshop. Any videos and images from the sessions will also be available in the Dropbox after the workshop

Post-workshop: your trainer offers an additional 0.25 day (2 hours) per workshop cohort in remote support for feedback on strategic plan final drafts; implementation issues etc

Each workshop cohort will be encourage to create and sustain a local hub, to offer peer support and continued relationship building opportunities.
Your trainer: Jo Chaffer

Jo works internationally as a Development Trainer, Coach and Consultant with individuals and organisations in private, public and third sectors. With an initial qualification in natural sciences and post graduate degrees in experiential learning and teaching plus qualifications in coaching and leadership Jo brings theory into practice and draws on a wide repertoire of skills and experiences.

Previously she held a senior position developing the Enterprise agenda of a modern UK university. She was the British Council Higher Education consultant, S Asia supporting the development of knowledge exchange (university-business, community and government links) in the region. Of note was the development of the knowledge exchange strategy for Pakistan’s Higher Education Commission created through focused support from the UK HE apex agencies and multiple leading universities.

Jo has worked to support leading universities in India, France, Switzerland, Pakistan, China, Kazakhstan, UAE, Taiwan, Bangladesh, Qatar, Brazil and the UK

Other clients include: BMW; Philip Morris; Vishal Group; Barclays; Deutsche Bank; Higher Education Commission, Pakistan; UNDP; UNHCR; UNICEF; Thamserku Group; Vishal Group; National Judiciary Association, Nepal; British Council (global teams)

For more information www.korakoru.com or LinkedIn

Preparing for your workshop

We ask you to complete a few short tasks before attending the Strategic Management workshop:

Firstly a brief online survey to tell us more about your institute, existing strategic resources and your expectations

https://www.surveymonkey.com/s/StratMan15pre

Please complete this before May 7th

Secondly we’d like you to gather and / or create some information on your institute. You’ll be using this during the workshops. Having it to hand will make the best use of the workshop time and hopefully provide a more satisfying and helpful experience. Please gather and bring with you:

- Any strategic documents
- An outline of your current financial position (you won’t be asked to share or reveal any of the figures, but it would be very useful to have an accurate understanding of your major costs, income streams, liabilities and current position)
- An organogram of the staff structure

Lastly, set up a series of meetings with different groups:

- Your core leadership team / senior managers
- A sample student group
- A sample of faculty and research staff
- A sample of stakeholders (external)

Use the meetings to gather these people’s ideas, opinions and analysis of your HEIs:
1. Unique selling points (USP) – what makes it special
2. Strengths, Weaknesses, Opportunities, Threats as an academic institute in the national and global HE market

Workshop Outline

Day 1:
**Strategy** – an overview: reviewing the essentials of good strategy (who, why, what – identity, values, USP)

**Visioning:** - where do we want to go; what do we want to be? Setting the long term ambition and direction

**The baseline position:** strategic analysis – tools and techniques for investigating our internal and external position and operating environment

Day 2:
**Our audiences:** profiling our main audiences (customers); refining our offer to meet their needs

**Implementation:** from strategic objectives to a working plan – the process and tools

**Metrics:** how do we measure success? How do we measure our impact? Adapting impact reporting metrics to show the impact of the organization on our people, our stakeholders, our communities, society and the environment

**Surgery:** time to act, review and adapt; planning the next steps

Useful contacts:

**HEC:**

Moeen uddin Qureshi, Deputy Director, Learning Innovation Division mqureshi@hec.gov.pk

**British Council:**

Hamza Salim, Hamza.Salim@britishcouncil.org.pk

Sarah Parvez, Acting Head of Programmes Higher Education & Skills, Email/Tel: +92 302 850 9918 sarah.parvez@britishcouncil.org.pk

**Trainer**

Jo Chaffer, jo@korakoru.com