STARBUCK™ & Associates

STARBUCK ACADEMY · GROW · PROGRAMME BROCHURE

Strategy and Vision

Leading with direction, clarity and purpose

A practical online programme for senior leaders who want to set clear direction and build a team that delivers it. Ten short video lessons, each with a practical tool and a workplace task, so your thinking turns into action.

- 10 video lessons of about 3 minutes
- 10 practical strategy tools
- 6 estimated learning hours
- 12 months' access
- Certificate of completion
- **CPD accreditation in progress**

£149

per person, per year, VAT included. Annual subscription.

academy.starbuckassociates.com
/courses/strategy-and-vision/

ABOUT THE PROGRAMME

Strategy is part of every leader's job

Strategy is not only for the board. Every leader shapes where their part of the organisation is heading, through the choices they make and the ones they avoid. This programme gives you a simple, practical way to understand where you are, create a vision people believe in, turn it into a strategy, build and set up the right team, and lead through change. It finishes by showing you how to keep your strategy alive long after launch.

Who it is for

Senior leaders, heads of department and leadership teams who are responsible for setting direction. It suits people stepping into a bigger strategic role as well as experienced leaders setting a new direction.

What you will be able to do

By the end of the programme you will be able to:

01 Explain the difference between managing and leading, and protect regular time to think strategically

02 Build an honest picture of where your area stands today, from the outside in and the inside out

03 Create a clear, compelling vision and test it with the people who will deliver it

04 Turn your vision into three to five priorities, including what to stop, on a single-page strategy

05 Build and set up a team with the capabilities, roles and ways of working your strategy needs

06 Communicate your strategy as a story, align goals and measures, and keep it alive through a regular review rhythm

THE PROGRAMME

Ten lessons

Each lesson is a short video of about 3 minutes, with lesson notes, a practical tool and a workplace task so you can use it straight away. A five-question knowledge check closes every lesson.

01 The leader as strategist
Managing and leading, what strategy really is, and protecting time to think.

02 Understanding where you are now
Building an honest picture of where you are, from the outside in and the inside out.

03 Creating a compelling vision
The four qualities of a vision people believe in, and how to shape and test it.

04 Turning vision into strategy
Choosing three to five priorities, deciding what to stop, and your strategy on a page.

05 Building the right team
Mapping the capabilities your strategy needs, and whether to develop, recruit or partner.

06 Setting up the team for success
Clear roles and decisions, agreed ways of working, trust and a team charter.

07 Communicating the strategy
Telling your strategy as a story, answering what it means for me, and checking it has landed.

08 Aligning goals and measures
Good goals, measures that matter, and line of sight for every person in your team.

09 Leading through change and setbacks
Holding direction firmly and the plan lightly, learning from setbacks and supporting people.

10 Keeping strategy alive
A review rhythm, keeping the vision visible, and growing as a strategic leader.

WHAT YOU GET

What is included

- Ten short video lessons you can watch on any device
- Lesson notes, workbook pages and a practical tool for every lesson
- The full Strategy and Vision workbook and toolkit to download once you have enrolled
- A five-question knowledge check at the end of each lesson
- A Starbuck & Associates certificate of completion showing 6 estimated learning hours
- 12 months' access, so you can work at your own pace

How your learning time adds up

Your 6 estimated learning hours are made up across ten lessons of about 36 minutes each:

- Watching the ten short lesson videos: about 30 minutes (about 3 minutes each)
- Reading the lesson notes and workbook pages: about 1 hour 40 minutes (10 minutes each)
- Working through the practical tool for each lesson: about 1 hour 40 minutes (10 minutes each)
- Planning and carrying out each workplace task: about 1 hour 40 minutes (10 minutes each)
- Completing the five-question knowledge check after each lesson: about 30 minutes (3 minutes each)

Total: 6 estimated learning hours. The pass mark for each knowledge check is 80% and you can retake it as many times as you need.

Who designed it

Designed by ICF credentialed coaches at Starbuck & Associates, led by Paul Starbuck, our Founder and CEO and an ICF Master Certified Coach (MCC). Every lesson draws on our coaching and leadership development work with organisations in the UK, Europe and internationally.

For teams and organisations

Buying for a group of managers? We can set this programme up for your whole team, on its own or as part of a wider academy for your organisation. Email academy@starbuckassociates.com and we will put a proposal together.

ENROL TODAY

£149 per person, per year inc. VAT

Enrol online and start lesson one straight away. Every programme carries our 14 day money back guarantee.

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