# Build a strategy for success the right way

08:00 - 09:00 | 12/06/2024 | Santander Work Café, 13-15 Charing Cross JE2 3RP

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**According to renowned business thinkers Michael Porter and Roger Martin, a staggering 80-85% of global companies operate without a clear strategy.**

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**What is a strategy:**

Crafting a robust business strategy is a complex task that often goes beyond a simple checklist of goals. It requires a comprehensive approach, time, and a deep understanding of both internal and external qualitative and quantitative data.

**Why your business needs a strategy:**

A well-defined strategy not only provides your business with a roadmap for sustained success but also acts as a beacon of hope, guiding you through the turbulence of an unpredictable and

ever-changing market landscape. This framework fosters cohesion among individual departments, aligning them toward a common goal.

Recognising the value of investing in a well-crafted strategy is not just about ticking boxes; it's about steering your business toward sustainable growth and resilience in an ever-evolving marketplace.

In this talk, 'Build a strategy for success—the right way,' they discuss the steps to construct a winning strategy, the pitfalls, areas of focus and what to avoid.

**What they will cover:**

Strategy powerhouse Cassidy Mason from Cassidy Mason Consulting and marketing expert Jo Buchanan from TwitTwooYou will present the one-hour talk.

Cassidy will discuss the right way to curate a business-wide strategy, including the importance of considering your people in the process and rollout.

Jo will then explain the key considerations when building a successful marketing strategy. She'll discuss the key elements to include and where you should place your focus.

**Who's it aimed at:**

This talk is aimed at senior leaders from all industries, including CEOs, CFOs, COOs, CPOs, Directors, and anyone actively involved in creating their company's strategy.

**Talk format:**

The talk will last for 40 minutes and will include a 20-minute Q&A.

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event hosts.