



**TRAILHEAD  
DESIGN CO.**

Position your organization for Peak Performance with *Strategy by Design*, a novel approach to strategic planning created by Trailhead Design Co. co-founder Dr. Mark O. Lewis.

# STRATEGY BY DESIGN WORKSHOP

In this hands on workshop, your team will learn the five-step, *Strategy By Design*, process that marries traditional strategic management tools and practices with design thinking methodology. By integrating these generally disparate processes, strategic planning will awaken your organization, improve its agility, and set it on a path to achieve a distinctive position in your industry.

## OUTCOMES/GOALS

- Carve out a unique and sustainable position within your industry.
- Facilitate strategic alignment across the organization.
- Design value propositions that align more closely to customer needs.
- Cultivate an action oriented culture that energizes the organization.
- Establish a vision and direction to support resource allocation decisions.



## FIVE STEP

**DEFINE**



\*strategic positioning  
purpose identification

**DISCOVER**



\*external/internal analysis  
business model canvas  
journey mapping

**ISOLATE**



\*opportunity ranking

**DESIGN**



\*boundary examination  
mindmapping  
prototyping

**DO**



\*priority templating

## PROCESS

Everyone on your team should be able to participate in the co-creation of your firm's strategy, regardless of job role, title, or formal leadership. They just need a systematic process to guide them. Your team will leave the workshop with (1) a novel approach to identify strategic priorities, initiatives, and goals aimed at moving your organization forward, (2) a robust set of tools to participate in the ongoing strategy making process, and (3) a systematic method for packaging collective insights that will guide your organization towards *Peak Performance!*

## SCHEDULE

### DAY ONE

**Introduction**

9:00 am

**Define**

10:00 am

**Lunch**

12:00 pm

**Discover**

1:00 pm

**Isolate**

3:30-5:00 pm

### DAY TWO

**Refreshments**

8:00 am

**Design**

9:00 pm

**Lunch**

12:00 pm

**Iterate to Refine**

1:00 pm

**Do**

3:00-3:30 pm

## PRICING

\$15,000 per group;  
up to 20 employees  
+ travel and expenses for  
up to two facilitators

## CONTACT

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see more at [www.trailheaddesignco.com](http://www.trailheaddesignco.com)