



# Defining your Business Strategy and Landscape

## Introduction

By having a clearly defined business strategy allows organisations to understand where they are, what they are looking to achieve and what makes them unique. Alongside this, leaders need to be aware of their external environment and what changes sit on the horizon that may threaten their organisation or provide opportunities.

Ensuring your strategy aligns, can help to improve performance, and allow for clear leadership and direction.

## Who is it for?

This workshop is aimed at senior leaders or individuals who are involved in developing the organisation's strategy and future direction.

It is suitable for both SMEs who have previously utilised the Business Canvas Model as an opportunity to revisit and refresh, or organisations who are new to this activity.

## What will I get out of it?

This interactive workshop will walk you through tools and techniques you can use with example case studies to show these in action. You will also have the space to start to complete your own Business Model Canvas.

Following the session, you will have the opportunity to have a follow up 1-2-1 discussion with the tutor to discuss your next steps.

## Workshop structure

Across the day, you will firstly be introduced to the Business Canvas Model, breaking down each segment as a method of articulating a business venture and a way of facilitating development and evolution of the business strategy and how it can support strategy development when change is introduced.

You will then explore Business Capability Modelling as a technique to capture the operation of the business and the current position of your capabilities.

Throughout the day you will explore examples of how these models can be utilised to help digital transformation and operational change and have the opportunity to start to develop your own models to think about your organisation's specific capabilities.

## Duration

One day workshop with follow up 1-2-1 session

## Dates

Contact our Digital Skills team for upcoming workshop dates

## Timing

Registration: 09:00  
Session: 09.30 – 16.30

## Location

Frenchay Campus, BS16 1QY

## Cost

Fully subsidised for Workforce for the Future registered SMEs

## Book your place

Contact our Digital Skills team to book your place on the next workshop

## Contact

**Tel:** +44 (0)117 32 86303/  
81879

**Email:**

[digitalworkforce@uwe.ac.uk](mailto:digitalworkforce@uwe.ac.uk)