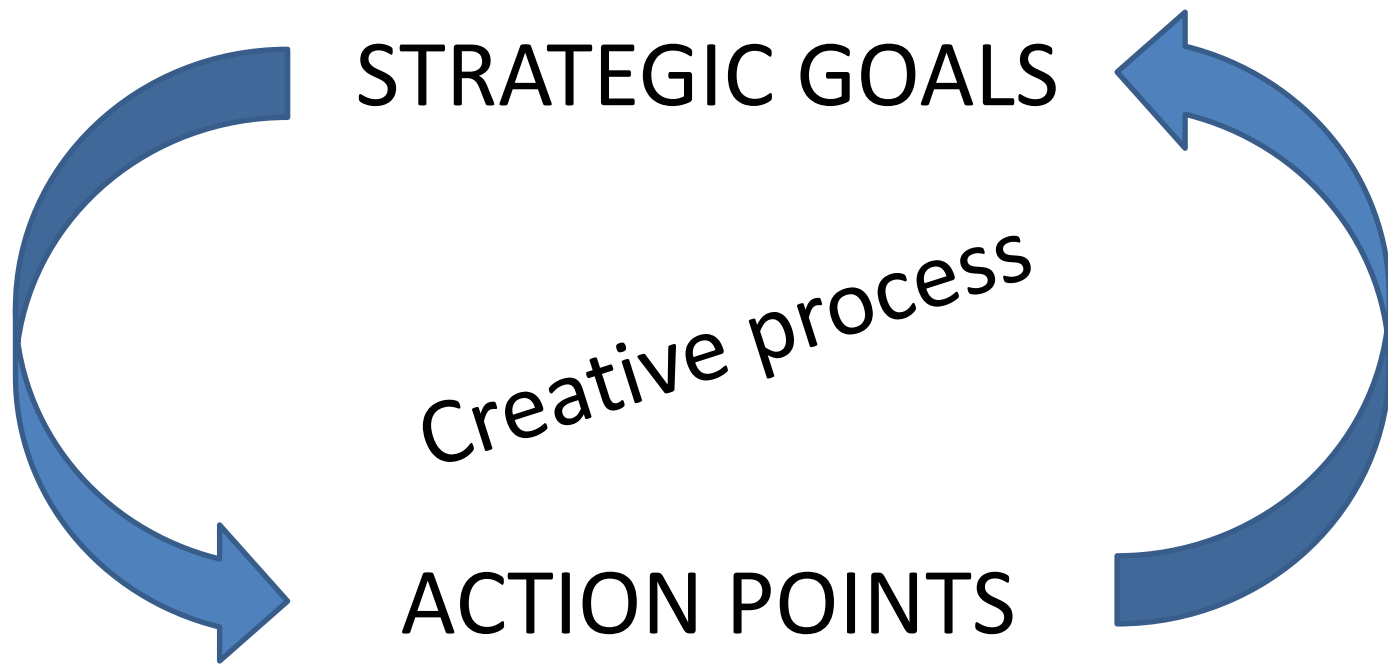


The second day:

- Continued on 'strategy safari':
 - Identifying strength and challenges in the operational environment
 - First steps of identifying strategic goals
 - Further developing the strategic goals and drawing up an action plan
- Hungarian case study
- Quality assurance and indicators
- Introduction to institutional culture

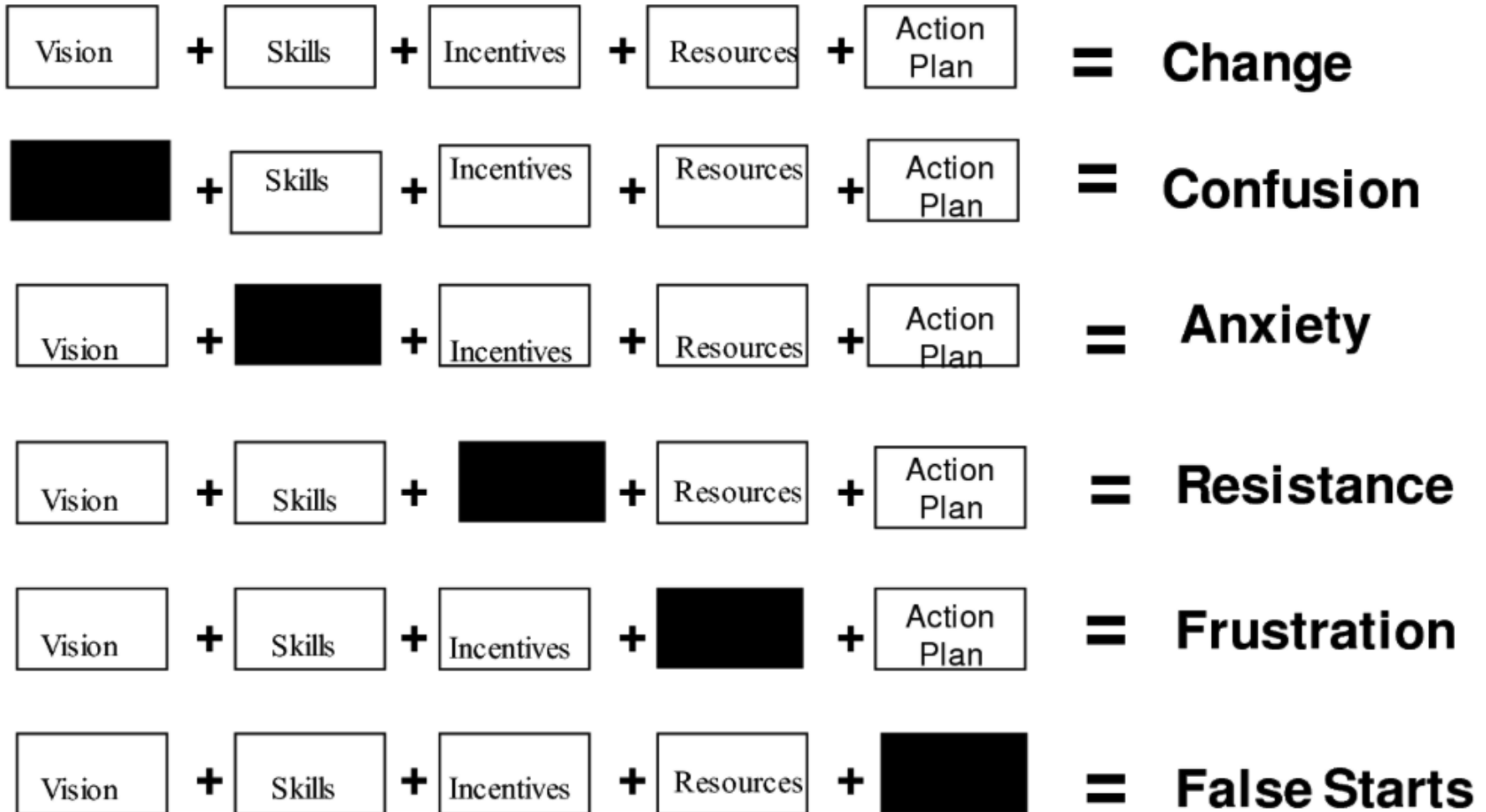
The strategy process – creating it



How to make strategies work and how to keep them alive

- Strategy as **involvement** –
active co-creation of strategy
 - Strategy as **action** –
establishing a purpose and a sense of direction
- > Reality check: core skills/competences, operating environment and organisational culture

Managing Complex Change



"What marks the mind of the strategist is an intellectual elasticity or flexibility that enables him to come up with **realistic responses to changing situations...**"

Kenichi Ohmae, The Mind of the Strategist