

The second day:

- Sharing the timeline
- Continued working towards a strategy:
 - Identifying strengths, needs and challenges of target groups
 - Identifying strategic goals
 - “Battle of strategic goals”
 - Further developing the strategic goals and drawing up an action plan
- Finnish case study

The strategy process – creating it





THE CREATIVE PROCESS

THIS IS AWESOME

THIS IS TRICKY

THIS IS SHIT

I AM SHIT

THIS MIGHT BE OK

THIS IS AWESOME

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: operating environment, core skills/competences, organisational culture

All materials and presentations will be up-
loaded on the Spanish NAs web site
<http://www.sepie.es/>

Some further guides, studies and tools will be
made available.

Also a few case-strategies will be up-loaded.