



Strategy at School: Programme Outline

We're teaching the next generation to think strategically, laterally, and outside the box.

Strategy isn't just for boardrooms; it's a life skill. Strategy at School is Marble Advisory's youth program designed to teach Aussie students how to think with clarity, ask the right questions, and solve real-world problems with creativity and structure.

Because critical thinking should start young, and it should be a bit of fun!

Program Length:	2 hours
Suitable for:	Ages 10 – 14, or grades 5 – 8
Ideal Group size:	Approx. one classroom (20-30 students)

What does a typical programme look like?

We can tweak to suit certain areas of focus in your curriculum and make the tasks as relatable as possible for the students. And there are no spaghetti and marshmallow towers! Just useful, memorable tasks.

Activity	Format	Purpose
Introduction	Discussion	Let students know what they will learn, get them engaged
Warm-Up Game	Interactive Game	Varied pending game (pattern recognition, analysis, or flexible thinking)
Mini Lesson: What Is Strategy?	Interactive talk + real-world examples	Define strategy and make it relatable
Workshop 1 (Strategic Analysis)	Group activity	Build teamwork, planning and problem-solving
Debrief 1	Group reflection	Explore each other's decision-making and strategic thinking
Workshop 2 (Scenario Planning)	Group Activity	Practise logic, elimination, and prioritisation
Debrief 2	Group reflection	Explore group logic and teamwork to land on answers
Lateral thinking task: Flip It!	Scenario-based challenge	Stretch creativity and unlock non-linear thinking
Wrap Up, Reflection & Take-Home kits	Individual writing & sharing + home tasks	Lock in learnings and self-awareness



Examples of age-appropriate tasks in the above structure:

- **Risk management, quick decision-making, systems thinking:** A fire breaks out on your spaceship. You can only grab 4 items from your storage pod before you escape!
- **Inversion, critical thinking, creativity:** Reverse the rules and design the WORST school bag you have ever seen
- **Budgeting, strategy, presentation skills, group decision-making:** You just inherited a struggling theme park! You have \$1,000 to turn it around

INCLUDED:

- Autonomous running by our facilitator, no teacher involvement required
- Interactive and passive sessions, all tools and accessories provided
- Workbooks for each participant for use within the session
- Take home worksheets to ensure the lessons have longevity

Each workshop is \$1,900 ex GST for up to 25 students. Cost includes all stationery, workbooks, leave behinds and some little prizes for the most enthusiastic members of the class!

Who is it run by?

Tegan Kirkby is a lifelong media strategist, mother of two, and passionate about motivating young people. With a 7 year old and 3 year old of her own, she's expanded her strategy consultancy to include a programme within schools, late primary and early high school, to educate tweens and young teens on the importance of thinking laterally and outside the box when a situation calls for it.

With 20 years' experience under her belt servicing clients such as The Commonwealth Bank, Westfield, Bankwest, Rimmel, Sally Hansen, Covergirl, Travel Insurance Direct – as Well as five years leading Strategy at the Australian Radio Network – she's now spending time sharing her knowledge with small businesses and young Aussies.



NB Tegan currently holds a volunteer WWCC from previous work in schools: WWCC2538701V

Please get in touch, I would love to hear from you!

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