

Title of 2-part webinar series

Learn strategy tools you can use immediately

This two-part webinar series will elevate your strategic thinking and equip you with practical frameworks used by leading organisations. It introduces essential tools, ideal for professionals wanting to strengthen their strategic thinking and approach to their role.

Session 1: Anticipating Change and Setting Ambition

Taking a strategic view through frameworks that enable clarity and long-term perspectives to be considered and explained

Session 2: Customer Needs, Strategic Horizons and Value Proposition

Understand how to put strategic direction into practise, ensuring relevance to employees, stakeholders and customers.

Who is it for?

This webinar is for you if:

- You want to develop your ability to think and act more strategically in your role
- You want to build your confidence in leading and influencing “upwards”
- You would like practical frameworks for long-term, proactive decision making
- You need tools to understand, guide and support organisational change

Learning objectives

By the end of webinar 1, you will:

- Be able to identify major industry shifts and their potential impact on your organisation
- Know how to recognize and prioritise strategic challenges
- Understand how to “stand in the future” to agree long-term ambitions and define success
- Be aware of structured approach to align teams around shared strategic goals

By the end of webinar 2, you will:

- Be able to analyse and balance goals across 3 key horizons
- Be able to identify the needs of customers – both internal and external, to ensure relevance
- Know how to construct clear, compelling value propositions for stakeholders
- Know practical tools to create alignment within teams and organisations

About Harvey Wade

Harvey is an experienced, award-winning innovation leader who delivers business impact through developing new propositions and solutions to solve user needs.

ACII qualified, with 20 years of experience in formal innovation roles and strategy development plus an additional 10 years in insurance with Commercial Union, CGU and Allianz, he knows what it takes to create, drive and sustain innovation, change cultures, and create buy-in at all levels.

Harvey founded Innovate21 to enable leaders and their organisations deliver greater impact from innovation. He has worked with a range of businesses from different sectors, including Chaucer, Thomas Miller, Ecclesiastical, Hiscox, Cisco, Pinsent Masons, EDF, Scottish Water and the WHO.



Contact sam@lightthespark.co.uk for more information or to book

He is a regular conference speaker, award-winning blogger and contributor to MBA and executive education programmes. Harvey's webinars are always interactive, with views/opinions sought from attendees, and time allowed for Q&A at the end.

Charge for webinar series delivery is £800 plus vat.

Ideally webinars will be scheduled at the same time, same day, 2 weeks apart. Sessions will be recorded in case someone misses some or all of a webinar.