

## Clarifying Strategy

➤ **By defining your strategy and centring it on people, you make your intentions, choices and focus concrete. So you can galvanise support and engage everyone in activating it.**

### Approach:

**Holistic, systemic, connected, inclusive and tailored to your organisation.**

- We partner with you to develop the right strategy creation processes, from the ground up.
- As we go, we collectively build the strategic thinking capability within your organisation.
- We ensure that our strategy takes account of external insights and trends, rather than works in a vacuum.

### Does this sound like you?

"We have a strategy document but we don't have a shared sense of direction."

"We're keeping busy with lots of activities but are we having the right impact? "

"We want unlock more of the potential of our business through our people."

### How we can support you:

- Organisational health diagnostic
- Strategy process facilitation
- External best practice and perspectives
- Strategy cascade and communication
- Business case development

### Why work with Learn To Grow?

➤ From consumer goods to not-for-profit organisations, Christina has over a decade of direct experience of partnering with leaders in the strategy creation process. She has a strong track record of enabling successful execution, by intuitively knowing how to generate buy-in and galvanise support.

## About



➤ Christina Taylor is an Organisational Development specialist with almost 15 years of experience in Learning & Development, Talent and Change Management. Christina has a huge passion for helping organisations grow by having strategic focus on their people – because people are the biggest differentiator for any organisation in today's work environment.

Christina has worked with organisations in the retail, consumer goods, financial services, travel, manufacturing and non-profit sector.

### Accreditations:

Chartered Member of the CIPD with an Advanced Award in Organisation Development and Design; Certified Change Management Practitioner (PROSCI®); Certified FIRO-B Practitioner; Bachelor of Business Administration

## An example of our work

➤ **The Client:** A grammar school in Northern Ireland.

➤ **The Brief:** Build a 3 year business plan and strategy to significantly increase the scale and impact of a leadership development programme that empowers girls and builds confidence by bringing together schools, businesses and leaders across Northern Ireland and the UK.

### The Approach:

- **Holistic** - we ensured that all elements of the business plan (marketing, resourcing, funding, programme design, etc were congruent and connected.
- **Systemic** - involvement of key stakeholders from all involved areas ensured we designed a solution that would have an impact beyond the programme participants but fed back into the education system and business community.
- **Connected** - keeping in close connection with the client throughout the project was key. A deep dive workshop ensured they were in full control of key choices and helped build their confidence along the way.
- **Tailored** - the recommendations and solutions were fully tailored to the specific needs of the client.
- **Collaborative** - the work was carried out between Christina Taylor and Emer Brady from Chispa Consulting, bringing complementary skills to the table for the client.

### The Work:

- Completed a full assessment of the existing programme through interviews & surveys of key stakeholders and a review of the existing programme structure and outcomes.
- Built recommendations on how to make the programme more congruent, connected and impactful.
- Conducted a market and competitor analysis.
- Defined the operating model and governance structure needed to move forward.
- Developed a marketing and fundraising strategy.
- Built a 3-year financial plan and implementation roadmap to enable to school to set-up as an independent charity.

### What the client had to say:



'Christina & Emer fully grasped the concept of our new SistersIN: Female Leadership programme for Girls and prepared a Business Plan that was comprehensive and realistic. Their enthusiasm and passion for the project shone through at each stage of the process. Christina & Emer are leading professionals with a high level expertise who made the process seem simple and straightforward. I look forward to working with them again'

Peter Dobbin, Principal Assumption Grammar School

Find out about how we support clients in the area of Talent and Change:

[www.learntogrow.co.uk](http://www.learntogrow.co.uk)