

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 practitioner with over 15 years of experience in Strategy Development, Learning, Talent and Change Management working with multi-national organisations across a range of sectors.

Christina has a passion for helping organisations grow through a more people-centric approach to strategy and change. She believes that people are the biggest differentiator for any organisation in today's work environment and partners with leaders to help them unlock the full potential of their business.

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, Chair SistersIN Charity

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

www.learntogrow.co.uk