



# LIFT Your Strategy

## From Confusion to Clarity!

### Discover the 4 simple secrets of a crystal clear strategy that every manager needs to know

Would you like to be able to get your people on board to where you want them to go? Would you like a simple way to answer the 3 strategic questions of 'Who are we?' 'Where are we going?' 'How will we get there?' Would you be interested in a one-page strategic planning template that was simple-to-use and easy-to-understand? This practical presentation outlines a 'road trip' metaphor to help you understand the strategic planning process, and delivers a simple framework to help you create and communicate a crystal clear strategy that will shift your team from confusion to clarity.

You will learn how to

- Keep your strategy **simple** - so it's easy to create, communicate and understand.
- Keep your strategy **clear** - so that team goals and expectations are totally obvious.
- Keep your people **focussed** - so everyone is focussed on doing the right activities.
- Keep your people **aligned** - so that everyone is working towards the same goals and objectives.

### David Koutsoukis

is a dynamic and engaging speaker and founder of the Exceptional Teams Academy. He has a proven track record in leading teams and has worked with top executives around the world. David has written more than 20 books and has spoken to audiences in 10 countries across 4 continents.



*"David's ability to engage and energise the entire audience was exceptional. He created a great deal of fun, enthusiasm and value which resulted in our best conference ever!"* David Moroney, CFO, CBH Group