

Executive Seminar | In House

MAP | Strategy Maps

A powerful visual tool to obtain
a clear and detailed view of the strategy.

Knowledge is the first step towards success...

www.on-strategy.com/edu/MAP

Each executive describes the strategy from his or her own viewpoint. These visions are unidimensional, detailed but mostly scoped to their areas, and fail to depict the big picture. MAP delivers a systemic view that illustrates how the organization is proposing to create value.

Make the strategy a decisive roadmap for all the organization.

I want a consultant [Click Here](#)

Program Outline

1 Establishing a Strategic Destination

Go from a romantic vision to measurable challenges that you can land. Everything you must know to project a vision as an input to your MAP.

2 Your unique value proposition.

Your unique value attributes are hinges that connect your clients with your 'internal' company. Learn how to detect and integrate them into your MAP.

3 What you must know about Strategy Maps

A revolutionary method that has changed the way companies communicate strategy. Learn components, use, and success stories. Everything about MAP.

4 Strategy map complements

Objectives, indicators, goals, initiatives, meetings (SRMs). Everything you need to know to get your Strategy Map started.

Benefits

- Rescue the strategy's destination.
- Create a value proposition.
- Maps' components and philosophy.
- Exercise building maps.
- Balanced Scorecard. Introduction.

Who should attend

Directors, managers, senior leaders and government officials that have seen plans but that cannot see a unique organizational strategy. For leaders interested in having a simpler and more effective way to communicate their strategies. For leaders looking for developing better linkage of the components of their strategies.

In the **IN-HOUSE** model, the client will be responsible to provide the infrastructure needed to conduct the event. ON STRATEGY will assign senior instructors to ensure a successful and exciting learning experience. Our instructors have experience in similar engagements across multiple industries.

SCHOOL is ON STRATEGY executive education division. Our programs are designed to meet the needs of executives and Corporate Universities, to develop and reinforce specific competencies on strategy leadership execution.

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Some of the companies that trusted us with their strategies: AM-PM - BBVA - BOEHRINGER INGELHEIM
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MANE - PEMEX - RH SHIPPING - SAP - SCOTIABANK - SEARS - SECRETERIA DE SALUD - SPORTS WORLD - TELEFÓNICA
TELMEX - TUPPERWARE - URREA - VOLKSWAGEN - YOUNG & RUBICAM - WORLD VISION - WUNDERMAN...