

# Strategy Icebreaker

In order to meet today's fast pace of change we must ensure that we don't just talk about change but actually begin acting in new ways. The first step is to be clear about needs to be done.

Change is not when we decide to change. It is when we actually begin acting in new ways. Our survey Nordic Executive Survey 2016 shows that the greatest challenge when facing constant change is to get everyone in the organisation to understand and accept the need for change.



Insight 1, Nordic Executive Survey 2016.

Many organisations have strategies for handling a situation involving constant change. However to realise the strategy the whole organisation needs to be involved. The key is defining actual activities. Strategy Icebreaker is a way to break the ice and get going with this activation regardless of the strategy that needs to be implemented.

## From vague to defined

Strategies are naturally usually at an overall level and often contain abstract terms and formulations. It is easy to interpret strategies as vague and ill defined. For a strategy to be successful it needs to be made actionable and the abstract needs to be made concrete. What, for example, does

the development strategy "Mobile First" mean in terms of consequences for employees in the IT or the marketing departments?

” Instead of explaining that *something* needs to be done, explain *why* it will happen.

## The more concrete the more effective

In a strategy activation process the step of breaking down the strategy into concrete and relevant activities is critical for how effective the implementation of the strategy will be. The better and more specifically defined an activity - the easier it will be for the team to implement it in their daily work.

Strategy Icebreaker helps with this concretisation. The workshop format helps management to formulate what needs to be done in a way that minimises the risk for misunderstandings and quick fixes. We consider everything from the choice of activity to how we describe it in a way that maximises involvement and makes it easy to action.

**Get started**  
Strategy Icebreaker  
workshop from SEK 30 000 + VAT

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