

Learning Architecture
Linking Strategy to Financial Performance

Day One: 8:30 a.m. to 6:00 p.m.

Establish purpose and importance of strategy, focus on external message (Wall Street) and external factors that define strategy

Morning

- Opening
- Executive sponsorship
- CSC Strategic Planning Process (Randy Phillips)
- CSC Strategy (Randy Phillips)
- ***Introduction of Learning Activity***

Afternoon

- Risk Management (Chris DePippo)
- Sarbanes-Oxley (Lou Turilli)
- ***Building connections from HBR case (Turning Great Strategy into Great Performance) to CSC***
- Foreign Corrupt Practices Act (Harvey Bernstein)
- ***Market Analysis***

Homework Assignment: Read HBR case Creating New Growth Platforms

Day Two: 8:30 a.m. to 5:30 p.m.

Integration of Operational Focus to Execute Strategic Plan

Morning

- Leveraging Global Sales and Marketing (David Booth)
- Financial Fundamentals (Dennis Dooley)
- ***Business Unit Budgets Linked to Strategy***

Afternoon

- ***Creating a Growth Strategy***
- ***Focus on Capabilities***
- ***Customer Relationship Mapping***
- ***Hold or Fold***
- ***Idea Generation***
- ***Preparation of Presentations***

Evening

- Networking dinner

Day Three: 8:30 a.m. to 3:00 p.m.

Focus on Intangible Drivers that create conditions to deliver strategy

Morning

- Change Management and Culture (Holly Huntley)
- ***Cash Cow and Collaboration***
- ***Begin presentations***

Afternoon

- ***Continue presentations***
- Closing comments