

# Developing and Delivering a Commercial Strategy

## Course Programme

### Unit 1: Developing a Commercial Strategy

- ⌘ Why have a commercial strategy?
- ⌘ What does it do, feel and look like ?
- ⌘ What are the key building blocks?
- ⌘ Key considerations
  
- ⌘ Initial thoughts and discussion
- ⌘ Taking the commercial approach
- ⌘ Understanding the market place: Customers; Capacity; Competition; Demand

### Unit 2: New thinking; New Approach

- ⌘ Why customers not departments?
- ⌘ New skills to deliver
- ⌘ Understanding the legislative framework
- ⌘ The risks and rewards for your authority

Time for - Key learning, development and action plan points from the morning session

### Unit 3: Implementing the Strategy

- ⌘ Fit with the Council strategic plan
- ⌘ Meeting with wider partnership strategic objectives?
- ⌘ Using the latest tools and models
- ⌘ Changing the culture and mind-set
- ⌘ Refining the processes and systems
- ⌘ Best Practice and innovation

### Unit 4: *Your* Delivery Plan for Success

- ⌘ What to consider, review and roll out
- ⌘ The wider outcomes and long-term perspective
- ⌘ Execution, delivery and ownership
- ⌘ Annual investment and Review

Time to Reflect and Plan

Developing our own Commercial Action Plan – the Three Things I commit to do .... Now and longer term the X things I commit to do are .....

# What's included?

Course fees include delegates' documentation and course materials including case studies, suggested practices and appropriate toolkits and templates, lunch and refreshments.

Please note that the fee does not include hotel accommodation. Hotel information is available from the APSE secretariat on request, all enquiries and bookings to be made directly to the hotel of your choice.

## Venues

Delegates will be notified of the venue at least 2 weeks prior to delivery date

# Booking Your Place

Cost per delegate: £279 + VAT

Discounted member rate: £169 + VAT

Note: rates reduce if more than 3 delegates attend on the same day.



To book a place, please scan the QR code or visit:

<https://www.apse.org.uk/apse/index.cfm/training/apse-training-public-courses/>

Alternatively, please email [training@apse.org.uk](mailto:training@apse.org.uk) for further information or bookings.

## In-house Courses

- ✓ This event can be delivered In-house for up to 20 people.
- ✓ APSE welcomes local authorities sharing the cost with a neighbouring council.
- ✓ With this option, APSE will manage all administration on your behalf.
- ✓ Dates and timings of delivery will be negotiated in accordance with service requirements.

For further information about In-house bookings, please contact Fiona Sutton-Wilson, Head of APSE Training: [fsuttonwilson@apse.org.uk](mailto:fsuttonwilson@apse.org.uk).

Web: [www.apse.org.uk](http://www.apse.org.uk)

