

Developing and Delivering a Commercial Strategy

Course Programme

Unit 1: The Building Blocks

- Culture, Leadership and Vision
- Effectiveness & Efficiency
- Skills
- Legislation
- The Product and The Market

Unit 2: Developing a Strategy

- Why?
- Where are we now? where do we want to be? How will we get there? What does success look like?
- How do we determine our priorities and manage Ambition v Resources?
- The Process of developing a Strategy
- What should a Strategy include?

Unit 3: Implementing the Strategy

- Roles and Responsibilities
- The Business Case
- The Commercial Case
- The Financial Case
- The Operational Case

Unit 4: Your Delivery Plan for Success

- Best Practice Case Studies – Commercial Services in Councils
- What will you do next?