

# BUSINESS STRATEGY FRAMEWORK WORKSHOP 1.0

## Workshop Overview

This two-day workshop gives ESA teams a practical, powerful approach to strategy. Participants will learn to use the Business Strategy Framework, a question-driven tool that supports smart, strategic decision-making for both new initiatives and existing services.

Developed in partnership with Dr. Duncan Simester, NTU Chair in Management Science at the MIT Sloan School of Management, the framework simplifies core MBA principles into an accessible model that helps teams think deeply, align around priorities, and take purposeful action.

### Who Should Attend?

Ideal for ESA leadership teams, program developers, and innovation groups. Agencies are welcome to bring one or multiple teams. For the most impactful experience, we recommend team sizes of 3–6 participants.

### Why Attend?

Good ideas need strong strategy. This workshop helps your team focus on the right problem, align around a clear purpose, and identify what drives success.

### What to Expect

During the workshop, your team will bring a current priority or opportunity—like a new service, program, or market—to explore. Through interactive sessions and practical strategy tools, facilitators will guide you in applying the Business Strategy Framework to tackle your challenge and make real progress.

### What You'll Learn

The framework focuses on three key areas:

- **Creating Value (Customers):** Understand what your customers truly value
- **Capturing Value (Competition):** Clarify your unique edge and build a sustainable advantage
- **Delivering Value (Partners):** Identify the right partners and understand how they influence success over time

### Key Takeaways

- A shared strategic mindset across your team
- A deeper understanding of smart business decisions
- A practical framework to guide future planning
- A more disciplined approach to assessing opportunities

#### Presenters



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Questions? Contact:

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