CEO + EXECUTIVE LEADERSHIP SESSION

Three hours. Your strategy meets reality.

STRATEGIC pairs two to three weeks of evidence with a three-hour executive session. Test real strategy documents against outside-in evidence and execution reality.

Strategy fails where assumptions remain implicit.

Direction, technology, product, people and the operating model can drift apart. STRATEGIC names the gaps, tests the assumptions and makes choices, owners and measures explicit.

START WITH THE REAL STRATEGY

INSIDE-OUT
Board papers + plans

OUTSIDE-IN
Customer + market

EXECUTION
Capability + constraints

STRATEGIC — **Evidence → Test → Choose → Align → Commit**

3h	≤10	2–3 weeks	1
executive session	leaders	evidence + synthesis	board-ready route

WITHOUT STRATEGIC

Assumptions stay hidden.
Functions optimise in different directions.
Technology becomes the strategy.
Execution risk appears too late.

WITH STRATEGIC

Evidence tests the narrative.
Critical choices become explicit.
Executives align around the same reality.
Owners, measures and first moves are named.

WHAT CHANGES BY THE END

The leadership team leaves with a strategic assumptions map, an execution-gap heatmap, explicit choices, owners, measures and a first 90-day route that can be taken to the board.

This is alignment across strategy, CIO or CTO and CPO on behalf of the executive leadership team. It is not an AI leader exercise.

MINDSET + METHOD

Outside-in evidence meets inside-out reality.

We work side by side on real strategy and help the leadership team create an executable blueprint.

1	2	3	4	5
EVIDENCE	ASSUMPTIONS	CHOICES	ALIGNMENT	COMMITMENT
Inside + outside	Name + test	Trade-offs	One reality	Owner + measure

WHAT HAPPENS

01 BUILD EVIDENCE — Interrogate strategy documents, customer signals, market movement and delivery evidence before the session.

02 TEST ASSUMPTIONS — Make the strategic assumptions visible and test where evidence supports, weakens or contradicts them.

03 MAKE THE CHOICES — Name trade-offs, value pools, execution gaps, risks and the few choices that now matter most.

04 COMMIT — Agree owners, first measures, governance and a 90-day route that the organisation can execute.

AI MAY HELP

Outside-in research · synthesis · scenario comparison · evidence trace · challenge

EXECUTIVES RETAIN

Strategic choice · trade-offs · funding · risk acceptance · accountability · final decision

DECISION GATE

Choice? Evidence? Owner? Baseline? Measure? Next evidence date? All explicit before commitment.

MINDSET Technology is not the strategy. METHOD Connect evidence, executive choice, operating reality and measures in one executable route.

WHAT THE LEADERSHIP TEAM LEAVES WITH

Assumptions Map
What must be true, with supporting and conflicting evidence.

Execution-Gap Heatmap
Where ambition and delivery capacity diverge.

First Choices
Explicit priorities, trade-offs and what will not be done.

Risk + Governance Gaps
Decision rights, controls and unresolved exposure.

Initial Measures
Baseline, owner, evidence and review date.

90-Day Route
First moves and the pathway into ENTERPRISE or OPERATE.

Quantitative: owner + baseline + measure + evidence date per choice | Qualitative: stronger executive alignment + confidence