



Strategy Workshops

Clarify. Define. Activate.

PDT’s workshops are specifically designed for our strategic partners who have maintained a sense of urgency. They understand the need to bring a laser-like focus to prioritizing their efforts and investments, and getting to market for maximum impact and strategic advantage.

There are three strategy workshop programs:

Strategy Workshop 1: Clarify the Opportunity

Strategy Workshop 2: Define the Platform ([click here to learn more](#))

Strategy Workshop 3: Activate the Solution ([click here to learn more](#))

Strategy Workshop 1: Clarify the Opportunity

High-performing leadership teams possess a common understanding of the opportunity space, strategic objectives and the criteria that are used to inform key decisions. The Clarify workshop ensures shared understanding and buy-in by guiding your team through a structured, interactive discussion of data and information gaps, known factors and educated hunches – resulting in a synchronized point of view on where your business can capture opportunity, and a framework for how you’ll go about getting there. Clarify workshops can be developed around operating, market and user data that you have in hand, or augmented with targeted inputs we develop for you beforehand.

- Set, adjust or revitalize your strategy
- Assess the competitive environment
- Capitalize on operating strengths
- Close the gap on shortfalls
- Rationalize your development initiatives

Development Flow



The Clarify workshop’s format is tailored to your needs and objectives, typically ranging from a half-day to three days. The Clarify workshop leverages Synectics™ method expert facilitation and additional process techniques that build on the data and knowledge you already have. Often portions of the program are used to include participation by your partners, customers and end users. To help ensure the workshop concludes with decisions that can be executed and delivered, we also draw on PDT’s technical and subject matter experts as needed to prepare advance materials, provide expert advice for the discussion in process, and assist in prioritizing outcomes.

Make a modest investment that unifies and leverages one of your most strategic assets – the people who are going to drive your continued success. Start getting ready today.

Contact your PDT representative or email askpdt@pdt.com to arrange for a personalized assessment and recommendation on how the Clarify workshop can best suit your needs.

