



Strategy Workshops

Clarify. Define. Activate.

PDT’s strategy 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 (click here to learn more)

Strategy Workshop 2: Define the Platform

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

Strategy Workshop 2: Define the Platform

Concentrate on the opportunities that deliver the most value, rapidly, in areas where you compete effectively. The Define workshop gives you a better chance at sustaining innovation – and staying ahead of competitive responses – by helping you identify distinct and viable platforms that are rooted in insights about how and where your partners, customers and consumers are headed, and how they are getting there.

- Look at the customer experience with fresh eyes
- Crack the code on observations and feedback to develop true insights
- Develop scenarios and storylines that give vivid form to the opportunity
- Identify and prioritize platform opportunities

Development Flow



The Define workshop’s format is tailored to your needs and objectives, typically ranging from a half-day to three days. The Define 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 Define workshop can best suit your needs.

