

## Strategy is the Key

### Objectives:

Focused on working the key parts of a business strategy, developing the frameworks for reflection and decision making necessary so that the fundamental factors are well dealt with and the management process of the organization is very efficient and easy to coordinate, thanks to the fact that the foundations laid at the strategic level provide solidity and conviction throughout the process.

“There's no good wind for those who don't know where they're going”



“Every unit of effort that we invest in making a good strategy will avoid many units of effort in the decision and execution processes to achieve the objectives”

### Program:

Real experiences lived by Albert in the extreme adventures and in his business experience will be combined with conceptual reflections extracted from each example, carrying out practical and dynamic activities on each topic, to end up having some practical and applicable concepts and methodology for each assistant.

1. Start at the beginning: The purpose.
2. Determine the objective with the appropriate level of ambition and commitment.
3. Analysis of the environment, capacities and competitive advantages.
4. Plan of action...and reaction.
5. Team: Composition, Training, Commitment and Leadership.
6. Risk and failure management.
7. Responsibility: Impact of our strategy on society and the environment.