



The Re-Align and Re-Ignite Executive Program from the **THE SPARK STRATEGY METHOD™.**

Strategic Planning and Alignment
for Purpose Led Workplaces





Underpinning the **SPARK STRATEGY METHOD™** is our philosophy that has two fundamental pillars:



All strategy should be based on Value

What consumers value rather than what your workplace can deliver



Innovation should come before Elimination and instead of Guesswork.

We have all sat through strategy workshops where we are asked “what’s going to happen in the future in say, the economy?” ... and we all guess or research other’s guesses. Our method undertakes an Ideation and Innovation stage before trying to work out whether an idea is strong enough or whether it works in the future world... this has proven critical to helping our clients grow and extend even during the most difficult of times

It’s the only purpose-built strategic planning process for the social sector and has hundreds of case studies and a knowledge bank to help craft innovative and insightful strategies for our sector.

THE SPARK STRATEGY METHOD™.



PURPOSE & OBJECTIVES



IDEAS & INNOVATION



STRESS TEST



ACTION PLAN

25 YEARS+
+500 NFP'S
HIGH IMPACT
FUN

**For those not looking to undertake a full strategy process,
we have broken our method out into two modules
to suite different team's needs:**

RE-IGNITE

Harnesses the energy and ideas from teams to revisit their Purpose and then undertakes performance focused, innovation conversations and workshops to bind teams through common design and inspiration. Great for inspiring and motivating teams from different disciplines and helping them to understand their divergent thinking and harness it! Runs over 4 weeks and 2 workshops, uses a series of innovation focused tools and builds strategic and innovative strategic thinking in your leader's.



RE-ALIGN

Bring teams together over Purpose and then aligns them through the act of planning. By sharing what will get done and by whom, cross functional teams get a deeper understanding of each other, how they think and what they feel they can execute. Runs over 4 weeks and 2 workshops, uses a series of planning tools, conversations and methods to build alignment and strategic execution thinking across your leader's.



The Re-Ignite Executive Program Get the year started the right way - with Alignment and Energy - using Spark's quick executive Re-Ignite Program



CLARITY / ALIGNMENT / INSPIRATION / ENERGY

Use the Re-Ignite Leaders program to harness the energy and ideas that brewed over summer and make sure we are inspired and motivated for 2022. Runs over 4 weeks and 2 workshops, uses a series of Purpose and Innovation focused conversations tools and builds strategic and innovative thinking in your leader's.

Your Re-Ignite program would look like this:



Kick Off workshop and sharing of relevant preparatory documents



Intervening Days: Conversations commence, pre-reading and self reflection.



Workshop 1: Purpose and Objectives (Let's get reacquainted with each other, what we each do and develop our common Purpose)



Intervening Fortnight: Small teams conduct conversations, research and start to use Spark ideation tools to prepare for the next workshop



Workshop 2: Ideation (Lets spend the time actually innovating and co-creating to develop ideas for our strategy and how we can work together better)



Following 2 weeks: Teams develop their ideas or innovations further and draft the Strategy on a Page



(Optional) Innovation Development Framework: The team develop a cohesive framework and governance approach to take ideas and innovations from concept through development, testing and integration into BAU.



A taster of Ideation...

Below is one of the many tools your team will use during the Re-Ignite program. The Spark i7™ framework is a set of lenses through which innovators and change makers can explore change

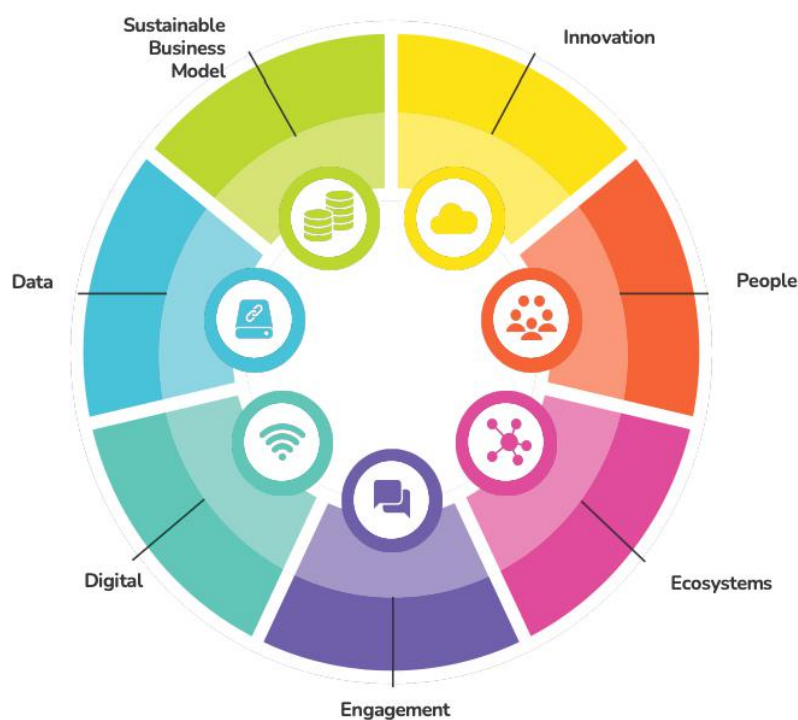
These seven lenses have come from recurring themes we are seeing across the hundreds of strategic plans we work on. Each is fertile ground for exploration and together force your team to innovate across contemporary issues they will face.

Leaders should be asking “what are we doing in each i7 domain and how can we deliver more and better impact in each i7 lens?”

This tool is part of Workshop 2.

THE SPARK i7

Ideas to Spark your brighter future



Sustainable Business Model Break free from your funding. Traditional funding, services social issues. Untied funds solves them. Untied funds help you stay afloat and codesign with your beneficiaries, do creative collaborations and influence system reform. Sustainable business models will set you free and un-hook you from Government funding.

Innovation "Because we have always done it this way" are the most dangerous 8 words in your workplace. Innovation can be large or small, can be in your services, partnership or advocacy. Innovation means more and better impact.

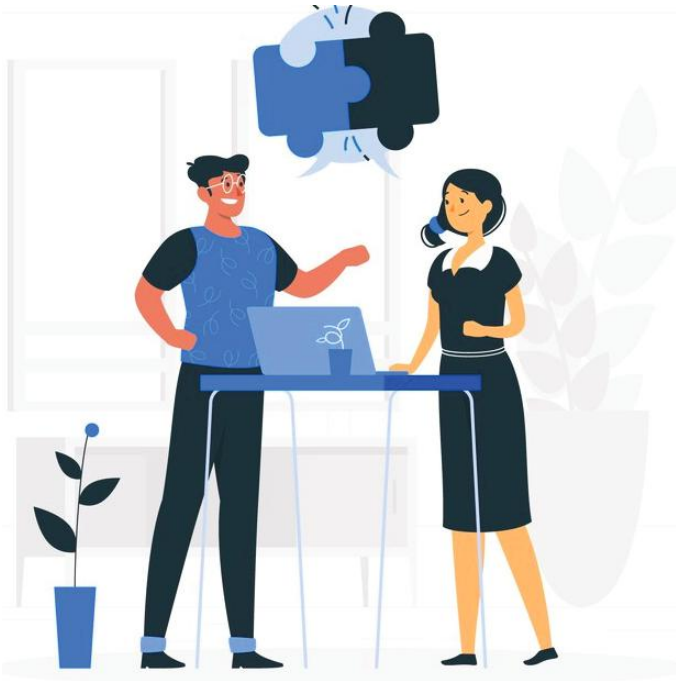
People You want impact- get expansive with your people thinking. The pandemic has shown us all new ways of working. It ushered in a new level of job mobility, flexibility, collaboration and spotlighted wellbeing. Attracting, retaining and developing quality people is at the heart of your impact strategy now.

Ecosystems No-one can solve our social and environmental problems alone. Collective Impact 2.0 is breaking down organisational boundaries, moving business models, creating new coalitions and reforming whole systems towards complex ecosystems. Partner for efficiency, scale and impact.

Engagement Engagement is a vibrant two way relationship with consumers, industry and Government. It is the only way to understand what's needed to then develop services and solutions to meet these needs. This is the essence of value-based strategy and the key to deep and enduring impact

Digital This is wide open for exploration. From digital transformation to blockchain for good. From new ways to raise and deploy funds to new ways to engage. The digital world offers an untapped opportunities. This is your future. Pick where you should explore and do it now.

Data Data is the new dollar. It helps you prove you should be funded. It helps you design evidenced based services, raise funds and advocate for your purpose. Your data, combined with others data, creates the insights funders and policy makers need to see. All impact strategy should have this on their balance sheet and be optimising this asset. This is the way to defend today's income and create tomorrows services



The RE-ALIGN Executive Program

I have included this page on our other executive program Re-Fresh, just in case it is of interest as well. Delivered over the same period and at the same price as Re-ignite, this program is a popular choice for those wishing to come back to work and ensure that last year has been reflected on and this year's priorities are revisited, reaffirmed and executed.



CLARITY / ALIGNMENT / MOTIVATION / METRICS

Use the Re-Align Leaders program to bring us together after the summer break and make sure we are aligned and motivated for 2024. Runs over 2 weeks and includes energetic and fun 2 workshops and group work in between.

Your Re-Align program would look like this:



Kick Off workshop Sharing of relevant preparatory documents including last year's plans and the plan for the year ahead as it stands



Workshop 1: Purpose and Objectives.

Lets get reacquainted with what we are doing and why and through this realign the team



Intervening Fortnight:

Divisional teams use Spark tools to reflect on the year past and think about changes to the current plan for the year ahead



Workshop 2: Roadmap

Come back together, share reflections and lessons learned, plan the team Roadmap for the year ahead and call out Interdependencies. Update the risk plan and metrics / measures for the year.



Following 2 weeks:

Leaders cascade the team Roadmap into team and individual KPI's / OKR's



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