

All items available  
in VIRTUAL MODE

## Best Practices in Strategic Thinking and Planning Presentations, workshops, and virtual retreats

Need a quick 30-minute presentation or a full retreat? We've got you covered.



### PRESENTATIONS

- 30-minute or 60-minute versions
- Includes a single-page handout (e-copy)
- Prices start at \$1,500\*

#### Interaction style:

- 85% – 90% presentation
- 10% – 15% audience participation

#### Topics

- Strategy through the eyes of great thinkers:** Apply the wisdom of Einstein, Maslow, the Dalai Lama & others.
- Wacky groups:** Strange things can happen as people work in teams. How to recognize and avoid dysfunction.
- Cognitive biases:** The unconscious hidden traps when devising strategy: how to recognize and avoid them.
- Unexpected outcomes:** Make sure your strategies don't create pigs, camels, gorillas, elephants, or others.
- The Ten Intelligences:** You're smarter than you thought. A new way to appreciate everyone's unique value.
- Five Dimensions of Knowledge:** Manage what you know and don't know, and beware of normal blind spots.



### WORKSHOPS

- 90-minute or 120-minute versions
- Includes a pre-session quiz and a handout (e-copy)
- Prices start at \$2,500\*

#### Interaction style:

- 30% – 35% presentation
- 65% – 70% learning by working on your business

#### Topics

- Collaboration** is much more than simply working in teams. Key approaches to work better, together.
- Can regular and virtual facilitation be **your organization's new secret sauce?** Featuring Collective Creativity™.
- Innovation:** What it is, when it is useful, and how to nurture it.
- Change management:** The surprising and only reason to undertake this process, plus, how to achieve change.
- Best practices in strategic planning: **Learning from LEGO®.** (Customized to your needs.)
- Custom topics are available, and you can also select a Retreat Module below.



### VIRTUAL RETREATS

- Custom-designed sessions based on your needs.
- Pre- and post-module work, plenaries, break-outs...
- Prices start at \$5,000\*

#### Interaction style:

- 10% – 15% presentation
- 85% – 90% working on your business

Mini-Retreat

1 Day

2 Days

3 Days

Full Retreat

4 Days

#### Curated selection of modules *(other topics are available)*

- Strategic review: How effective is your organization– leadership, strategy, operations, results?
- Review / revisit the Mission, Vision, and Values. Create Working Principles based on values.
- Review the business context: macro-environment (PESTLE) and micro-environment.
- Stakeholders: Who are they, how do they influence you, and how can you influence them?
- SWOT analysis (6 variations): How to turbo-charge this simple yet effective tool.
- Where will growth come from: new / current products and markets?
- How to capitalize on growth opportunities: build, buy, rent, partner (strategic alliances)?
- What is value? How to identify it, how to create it and how to communicate it.
- Marketing versus Sales: the big debate is finally resolved. Achieve alignment and role clarity.
- Use segmentation, targeting, and a journey map to deepen the relationship with customers.
- Implementation: Use action plans, responsibility matrices, and systematic follow-up.

\* Prices do not include taxes, virtual facilitation PaaS and video-conferencing fees, and materials (if required).  
All items are tailored to group size: Small <10; Medium 10-15; Large 15-40; Very Large 40+ people.



**Dawn A. Sutherland, MBA, CPF**

President

**Sutherland**  
&  
ASSOCIATES  
SHARP MINDS. SMART SOLUTIONS.



**Certified™ Professional Facilitator**  
promoting the power of facilitation worldwide

[www.sutherlandassociates.com](http://www.sutherlandassociates.com)

Dawn Sutherland is president of the firm **Sutherland & Associates Inc.** As an expert strategist, business coach and group process facilitator, she helps Business-to-Business and Business-to-Consumer organizations and teams be more effective and more strategic. Her primary services encompass consulting on business strategy and strategic thinking, as well as facilitating strategic planning and other planning processes (including healthcare advisory boards, change management, and benchmarking), problem solving (including process improvement and survey feedback), relationship building approaches (including customer service improvement, team start-up, new leader integration), creative brainstorming, and public and stakeholder consultations.

**A seasoned professional**

Dawn has more than 25 years of experience in senior management and executive roles at several multi-national companies in strategic planning, marketing, product/brand management, communications and advertising. She is also a Certified Professional Facilitator. *Certified Professional Facilitator (CPF)* is a designation granted by the International Association of Facilitators (IAF).

**Experience in a broad range of industries and functional areas**

She works with individuals at many levels of the organization (executive management to the front lines) and with many different divisions (Corporate Head Office, Research & Development, Marketing, Sales, Customer Service, Human Resources) at a global, national and local level. Dawn has experience in many industry sectors, including health sciences (medical technology, biotechnology, and pharmaceuticals), information technology, consumer packaged goods, quick service restaurants, government, professional services, academia (tertiary/post-secondary education), tourism, and advertising agency/integrated communications.

**Education and Book**

Dawn holds a Bachelor of Journalism degree (High Honours) with a minor in psychology (Carleton University) and an MBA (McGill University and Institut Supérieur des Affaires–HEC, Paris, France). She is currently writing a business book which combines best practices in strategic thinking and planning, strategy models, and team-based problem-solving and decision-making.

**Our Clients**

**Testimonials**

- "Having worked with Dawn on both Corporate and Brand strategy projects, I can confidently say that she is one of the best strategic minds in the business." **Jamie Condie**, President USA and Canada, Becton Dickinson, Franklin Lakes, NJ
- "I have worked with many professional facilitators. Dawn without question is the best facilitator that I have ever hired to manage our strategic planning workshops." **Ron Reed**, Director Strategy (ret.), SITA, Atlanta, GA
- "Dawn is the most effective and skilled facilitator with whom I've worked." **John Simmons**, Chief Executive Officer, AceAge, Toronto, ON
- "Dawn is extremely skilled at facilitating multi-functional groups on highly technical and complex subject matters. She has effectively led multiple-day corporate retreats, successfully keeping the group energized, focused and on-task even when the issues evoked strong emotions and dissension." **Tobi Karchmer, MD, MS**, VP, Worldwide Medical, Baxter International, Baltimore, MD

