

# Being more strategic

Intermediate  
level

This half day digital session helps delegates to think and act more strategically – whether they are developing business or marketing plans, managing day-to-day operational projects or supporting fee-earners in their work.

It provides an understanding of the leading strategy models (from the most established to the newest) and helps delegates bring a more strategic approach to all their activities. Delegates participate in structured group exercises to apply the tools and their strategic abilities.

The workshop qualifies for 3.5 hours CPD.

Why choose PM Forum training?  
See overleaf...

**There is an advance preparation exercise to promote connection and interaction during the session. Delegates receive the slidedeck, supplementary reading material and a summary of key points arising during the session.**

## Topics covered

### Thinking strategically

- What is strategy? Strategic thinking?
- Strategic planning vs strategic thinking
- Strategic thinking process
- Assessment: How strategic is your mind?
- Improving your strategic thinking
- Developing strategic thinkers at your firm

*Group exercise and discussion*

### Understanding business strategy and strategic analysis

- Visioning: Seeing the big picture and hypothesising
- Strategy development processes
- Strategic management
- Chaotics and crisis management
- Strategic analysis:
  - External and internal analysis frameworks (finding key challenges);
  - Mission, goal setting and forecasting.
- Competitive advantage and risk
- Strategy execution

*Group exercise and discussion*

### Developing a marketing strategy

- Strategy choice cascade
- Strategic marketing options
- Choosing markets, developing niches and portfolio management
- Segmentation, positioning and branding
- Strategic marketing planning (marketing mix)
- Thought leadership and integrated business development
- Communications campaign planning
- Marketing metrics
- Good strategy: The difference between tactical and strategic

For more information on other training workshop visit  
[www.pmforum.co.uk/training](http://www.pmforum.co.uk/training)

## Wednesday 17 February 2021

The half-day online workshop takes place from 9.30 to 13.00.

To facilitate interaction, workshops are restricted to 18 attendees.

## Trainer



**Kim Tasso** has worked within and for over 200 professional partnerships in the legal, accountancy and property sectors for over 20 years and continues to do so as a management consultant.

She also has direct client exposure from working with organisations in the technology, education, creative, media, real estate and not-for-profit sectors.

Unusually, she combines psychology, marketing and business qualifications so is effective both as a professional trainer, facilitator and coach and also as a subject matter expert in a variety of strategy, marketing, selling and relationship management topics.

She is highly rated as a trainer and coach for lawyers, accountants and surveyors and also lectured on Chartered Institute of Marketing (CIM) professional marketing qualifications for Cambridge Marketing College.

She is the author of seven books on growth strategies, business development, media relations, social media, business relationships and soft skills. She is a prolific speaker and journalist, and commissioning editor of *PM* magazine.

Further information at [www.kimtasso.com](http://www.kimtasso.com).

## Eligibility

This training course is open solely to member firms of the **PM Forum**, a worldwide group of over 3,000 marketers in professional services firms. Visit [www.pmforum.co.uk](http://www.pmforum.co.uk)

## Why PM Forum training?

Courses are designed and delivered by **qualified and experienced professionals** who:

- have substantial experience working with both **senior fee-earners and marketing/business development professionals** in large and small professional service firms across the **legal, accountancy and property industries** as well as a variety of client markets
- have psychology credentials and many years' experience in **learning and development** to ensure an optimum learning experience
- are **subject matter experts** in strategy, marketing, selling, client relationship management and interpersonal skills who continue to practice and are therefore familiar with the latest developments

And delegates receive a **productive learning experience** because:

- There is a balance between knowledge transfer and active learning through **interactive discussion** and group exercises
- Courses are highly **experiential** – where idea sharing and networking are encouraged
- As well as copies of the presentation material, courses also include work sheets and **supplementary materials** with guidance for further learning. Some courses have exclusive booklets tailored to the needs of delegates
- Course leaders are experienced coaches with experience in **career development** and certificates of completion are issued for use in Continuing Professional Development (CPD)
- Dialogue can continue after training through members-only LinkedIn communities

## Venue

Online

## Fees

First attendee £235 + VAT

Second attendee £225 + VAT

All subsequent attendees £215 + VAT

Prices are only for attendees booked concurrently. No booking can be confirmed without payment. The fee includes handout of workshop material.

## Cancellations/Substitutions

Due to the restricted number of places, refundable cancellations are only accepted up to one month prior to the event (a cancellation fee of £25 + VAT will be incurred per person). Substitutions can be made at any time. PMI reserves the right to cancel with no liability beyond refund of fees paid.

## Being more strategic – 17 February 2021

Name .....	Name .....	Name .....
Position .....	Position .....	Position .....
Firm .....	Type of firm .....	
Address .....		
.....		Postcode .....
Tel .....	E-mail .....	

Please pay by Visa/Mastercard/Maestro/AmEx (*please circle one*)

Cardholder name: .....	Amount: £ .....	
Card number: .....	Expiry date: .....	Security code: .....

Signed ..... Date .....

*Confirmation of booking will be sent by return along with a VAT receipt*

Please return this form to: [training@pmint.co.uk](mailto:training@pmint.co.uk)

020 7786 9786 [www.pmforum.co.uk](http://www.pmforum.co.uk)