

Developing and Delivering a Commercial Strategy

Course programme

For further information, please contact training@apse.org.uk

09:45 - 10:00	REGISTRATION
10:00- 11:15	UNIT 1: The Building Blocks <ul style="list-style-type: none">• Culture, Leadership and Vision• Effectiveness & Efficiency• Skills• Legislation• The Product and The Market
11:15 - 11:30	COMFORT BREAK
11:30 - 12:45	UNIT 2: Developing a Strategy <ul style="list-style-type: none">• Why?• Where are we now? Where do we want to be? How will we get there? What does success look like?• How do we determine our priorities and manage Ambition v Resources?• The processes of developing a strategy• What should a strategy include?
12:45 - 13:15	LUNCH
13:15 - 14:30	UNIT 3: Customer Relationships <ul style="list-style-type: none">• Roles and Responsibilities• The Business Case• The Commercial Case• The Financial Case• The Operational Case
14:30 - 14:45	COMFORT BREAK
14:45 - 15:45	UNIT 4: Your Delivery Plan for Success <ul style="list-style-type: none">• Case studies

15:45 - 16:00

PLENARY, FEEDBACK AND CLOSE

NEW MUNICIPALISM

Delivering for local people and local economies