

## **Subject: Invitation to Participate in Our Critical War Room Strategy Debate**

**Dear [Recipient's Name],**

I hope this message finds you well. As we continue to navigate the challenges and opportunities in our market, it's become increasingly clear that a strategic pivot is necessary to ensure our marketing efforts are not only effective but transformative. To facilitate this, I am convening a War Room Strategy Debate, and your expertise and insights are crucial to its success.

**Purpose of the Meeting:** The goal of this debate is to dissect, challenge, and ultimately fortify our marketing strategy. We aim to emerge with a battle-tested plan that ensures our marketing efforts are aligned with our company's growth objectives and the evolving needs of our customers.

**Date, Time, and Location:** [Insert Date and Time] [Insert Location/Video Conference Link]

### **Agenda:**

#### **Day 1 – Strategy recommendation and ROI pitches**

- 8:00 - 10:30 AM: Each participant will present their top three marketing strategies, supported by ROI projections. These should be prepared on flip charts for visual reference and discussion.
- 10:30 - 10:40 AM: Break
- 10:40 - 11:00 AM: Prioritization exercise, where each participant will review all presented strategies and mark their top choices.
- 11:00 - 12:30 PM: Open debate on the top-voted strategies, combining insights and refining our approach.

#### **Day 2 – Deep Dive into Selected Strategies**

- 8:00 - 11:45 AM (with a 10-minute break): We will scrutinize the top 10 strategies through a series of critical questions designed to challenge their feasibility, alignment with our objectives, and potential market impact. This session is pivotal in narrowing down our focus to the most impactful strategies.

**Preparation:** Ahead of the meeting, I ask that you:

- **Pre-Read:** Review the attached comprehensive pre-read document, which provides a deep dive into the customer journey and our strategic imperatives. Also, review the market research insights provided in full.
- **Research-Backed Strategies:** Identify and propose three high-impact marketing strategies based on the provided comprehensive market research, internal data analytics, and competitive intelligence. These strategies should be visionary yet grounded in data.
- **ROI Projections:** For each strategy, prepare a detailed year one ROI projection. This should include the methodology of your calculation, anticipated costs, expected returns, and a timeline for achieving measurable results. Use data-driven insights to bolster your projections, ensuring they are realistic and attainable.
- **Presentation:** This strategy and ROI projection prework should be documented on three flip charts that you bring to the debate – one flip chart per strategy. Be prepared to present your findings formally in the debate -- a maximum of fifteen minutes per person or five minutes per strategy.
- **Debate Readiness:** Come prepared to advocate for your strategies with conviction. You should be ready to engage in a constructive yet rigorous debate, defending your projections and considering feedback from peers to refine your approach.

**Your Participation:** Your unique perspective is invaluable to this process. As a leader within our organization, your ability to critically evaluate our direction and contribute to a robust strategy is crucial. This is an opportunity for us to collectively push the boundaries of what we've achieved so far and set a new course for success. If you are not able to complete this preparation, please do not plan to attend, as less than prepared participants could sway the conversation in a way that isn't supported by the research.

Please confirm your attendance by [Insert RSVP Date] and do not hesitate to reach out if you have any questions or require further information.

Thank you for your commitment to excellence and your contributions to our continued growth. I look forward to engaging in this vital debate with you.

Warm regards,

[Your Name]

[Title]

[Your Company Name]

[Contact Information]