

War Room Strategy Debate Team Agenda

Day 1: Strategy Development and Initial Evaluation

8:00 - 10:30 AM: Strategy Recommendation and ROI Pitches
Each participant presents their top three strategies with ROI projections.
10:30 - 10:40 AM: Break
10:40 - 11:00 AM: Prioritization Exercise
Participants will review and prioritize strategies presented by placing initials on the flip charts.
11:00 - 12:30 PM: Top Strategy Debate
Open discussion on the strategies receiving the most votes to determine the strongest contenders.

Day 2: Detailed Strategy Analysis and Final Selection

8:00 - 11:45 AM: Top Ten Questions
(10-minute break included)
Group analysis of the top strategies using ten critical questions to evaluate each strategy's viability and alignment with company goals.
11:45 - 12:25 PM: Gaps in the Customer Journey
Identify and address any gaps in the customer journey based on the strategic positioning of the selected strategies.
12:25 - 12:45 PM: Build the Foundation
Quick brainstorming session on foundational elements required for each strategy's success.
12:45 - 1:00 PM: Wrap Up
Closing remarks and explanation of the next steps in the strategy development process.