

Day 2: From Strategy to Action – Communication and Implementation

Day 2 builds upon the strategic plans and analyses from Day 1, shifting focus to *execution*: how advisors can support the implementation of strategies and the communication needed throughout the process. The day begins by addressing any reflections from Day 1 and a quick review. Then, a significant session on communication in strategic processes covers how to engage and align stakeholders (such as farm employees, cooperative members) with the strategy – a critical advisor skill. The afternoon sessions concentrate on turning strategy into concrete action plans, ensuring effective execution, and establishing a monitoring (controlling) mechanism to keep the strategy on track. Participants will learn tools for implementation planning (work plans, Gantt charts, responsibility matrices) and practice using them in scenarios. Finally, a capstone exercise will tie together the learning: participants will work on a mini strategic plan for a case and present it, allowing them to integrate vision, analysis, communication, and implementation elements. The day concludes with a knowledge quiz and an evaluation. By the end of Day 2, advisors should feel equipped not just to *plan* but to help *drive action* and *follow-through*, which is where many strategies succeed or fail.

Schedule at a Glance (Day 2)

09:00–09:30	Recap of Day 1 and Overview of Day 2
09:15–10:45	Session 5: Communication Tools in the Strategy Process
10:45–11:00	Break
11:00–12:30	Session 6: Action Planning – From Strategy to Implementation
12:30–13:30	Lunch
13:30–15:00	Session 7: Execution and Monitoring (Strategic Controlling)
15:00–15:15	Break
15:15–16:15	Session 8: Capstone Exercise – Strategic Plan Integration & Presentations
16:15–16:45	Quiz and Evaluation and Closing

Recap of Day 1 and Overview of Day 2 (09:00–09:15)

Start with a quick energizer: for example, a short quiz question or poll: “Which strategic tool from yesterday do you anticipate using first in your work?” (Options: Visioning, SWOT, Risk matrix, etc. – participants can raise hands or use coloured cards for each). This reactivates their memory. Summarize Day 1 key points in 2-3 slides or a spoken narrative: *We talked about the importance of strategic planning, practiced setting a vision and goals, analysed a business with SWOT and trends, and considered risk.* Emphasize how those pieces feed into today: “Now we have a plan, how do we make it happen and get everyone engaged?”

Invite a couple of participants to share their reflection homework (if assigned). For instance, “*Maria, you mentioned you had a client in mind yesterday – what SWOT factor stood out for them?*” Keep this brief; it is mostly to show relevance and encourage application thinking. Give an overview of Day 2 agenda. Highlight that today is about **communication** and **implementation** – often the hardest part of making strategies reality. Mention the final capstone and quiz, so they know what is coming.