

# the marketors





## Workshop Overview

In an ever-changing corporate and business environment, the effective development and execution of a successful business strategy becomes increasingly important. This workshop will take you from the theoretical world of the corporate strategy to the practical world of implementing it. The course will highlight key tactics for successful implementation and avoid pitfalls through best practice.



## Benefits

Participants will gain a clear grasp on the preparation required for a successful and seamless implementation of a strategy. Participants will also learn about the requisite monitoring and ongoing work to make the strategy work for your organisation.

## Outcomes & Content

- ✓ Tools and tactics for implementing strategy
- ✓ Interpret strategy and implement it practically
- ✓ Navigate organizational roadblocks
- ✓ The capacity of your organization
- ✓ How to retain the buy-in of key stakeholders



## Who should attend ?

This course is well suited to those involved in the operational implementation of their organisation's strategy. It is also ideal for those working on the higher-level strategy side of this process. This workshop can also be beneficial for those involved in the day-to-day implementation of the strategy, including project managers, salespeople, marketers and finance teams.



## ABOUT US

The Marketors are the training arm of the POLARIS group providing organisations with a global network of thought leaders, trainers and subject matter experts who spearhead excellence across the marketing profession.

Our vision is to revolutionise the way in which marketing and sales training is delivered, received and used, in order to create actionable insights, personal development and drive business growth.

We aim to raise capability and empower individuals and businesses to improve their performance, return on investments and economic growth.



100

Countries



50

languages



250

Trainers



180

Courses





## RAISING CAPABILITIES

Working with The Marketors gives you exposure to the best-practice techniques that have been tried and tested across some of the world's largest brands. All of the training we design and deliver is shaped by insights, has a practical focus, and has the aim of raising capabilities and creating a positive and transformational impact.

We build world-class performance through our customised and bespoke solutions which are driven entirely by business needs. Our global reach, extensive knowledge and vast experience ensures that no matter what the business issue, we can be relied upon to improve your marketing, communications and sales capabilities.



### Global Reach

Flexible and diverse trainer pool



### People Transformation

Behavioural change experts



### Business Impact

Propelling people's performance



### Bespoke Solutions

Made to measure learning.

## OUR APPROACH

We work with organisations all over the world to help them raise their capability in sales and marketing to support and drive their business strategy. Positive and transformational impact is at the heart of our offerings and our approach is consultative, solution oriented and focused upon measurable results for the individual and organisation. We act as your learning partner by bringing together some of the world's leading companies, marketing experts, consultants and trainers.



SOSTAC®

Smart  
Insights

The Marketing &  
Leadership Academy  
Aspire to Inspire

CS Circus Street™



## WHY WORK WITH US?

- We work with organisations all over the world to help them raise their capability in marketing to support and drive their business strategy.
  - We act as your learning partner by bringing together some of the worlds leading marketing experts, consultants and trainers.
  - We draw on the their expertise to build transformational learning programmes to propel every area of your business, meeting the needs of your employees and achieving the businesses strategic aims.
  - Positive and transformational Impact is at the heart of our offerings and our approach is consultative, solution orientated and focussed upon measurable results for the individual and organisation.
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## CONTACT US



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### Stay Connected

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