

Summit content

One-way communi- cation

WELCOME AND PROGRAMME OVERVIEW (30 MIN)

A welcome to the summit and introduction to the two days.

Who is the host of the summit?

STRATEGY DEEP DIVE (30 MIN)

The strategy is presented thoroughly.

Who speaks?

STATE OF AFFAIRS (30 MIN)

A series of short presentations on the status the four divisions.

What should the focus be?

THE LAST YEAR (30 MIN)

A presentation focusing on the results of the last year.

What is the key message?

FROM LEAN TO GREEN (30 MIN)

The owner of the LEAN initiative takes the stage.

Do you put any constraints on him?

NEWS FROM COMMERCIAL (30 MIN)

Internal presentation of cutting edge insights from the market.

What is the key message?

A OUTSIDE EXPERT (30 MIN)

An inspirational speech by an outside expert on a relevant topic.

What does she speak about?

STRATEGY MOVIE (30 MIN)

An animated movie that encapsulates the strategy.

What is the content of the movie?

INSIGHTS MOVIE (30 MIN)

Movie with statements from customers.

What is it about?

CATCH-UP MOVIE (30 MIN)

Recapping the process from the first day.

What is the focus?

PANEL DEBATE (30 MIN)

With a panel on stage and a moderator to help guide the debate in the right direction, you have a debate on a specific topic.

Is the debate open or curated?



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Workshops



WALLBREAKERS® (5.5 HOURS)

This workshop uses the Workz leadership simulation, Wallbreakers®, to train the participants in the upcoming leadership challenges of implementing the new strategy.

The workshop focuses on developing the change leadership skills of the participants and overcoming organisational resistance.

Time is also spent reflecting on the specific situation the new strategy puts the managers in. Thus it also creates value by making the managers better change agents for the strategy.

The game designers and consultants from Workz stress that the game and the process around it needs this much time to work properly.

Note: Lunch is included in the five and a half hours!

BACK-BRIEF SESSION (2 HOURS)

Guided by workboards, the participants discuss what they individually (in their team or business unit) will do to implement the new strategy.

This process assumes that the overall mission of the strategy is clear and understood, but that there is room for the managers to plan the implementation themselves.

At the end, every team pitches its plan to the strategy owners and heads of the divisions who in turn give valuable feedback.

What is their mission?

REFLECTION JOURNEY™ (30 MIN)

Guided by an individual tool, the participants reflect on key takeaways and plan their first steps to take when returning back home.

ENGAGE AND DELIVER™ (3 HOURS)

If Thorne is to succeed in the new strategy, it needs new solutions and innovative thinking.

Using a game-like process tool, the participants are guided in finding the potential for a more sustainable business and come up with ideas of new ways of doing things.

Participants are grouped with colleagues from similar units and are encouraged to work “close to home” and focus on solutions and ideas they themselves can implement when they get back home.

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Workshops

PRIMER WORKSHOPS (1 HOUR)

A series of parallel workshops on various issues. Participants have signed into the workshops before the summit.

What are the topics of the workshops? Strategy, goal-setting, sustainability, leadership or something else?

Do all have the same topic or is the various? How are people grouped?

DEEP DIVE WORKSHOPS (1.5 HOURS)

A series of parallel in-depth workshops on various issues. Participants have signed into the workshops before the summit.

What are the topics of the workshops? Strategy, goal-setting, sustainability, leadership or something else?

Do all have the same topic or is the various? How are people grouped?

MOCK TRIAL (1 HOUR)

A debate on the strategy is presented as a mock trial. Pros and cons are represented by a prosecutor and a defendant who can call on witnesses to strengthen their case.

Who decides the outcome in the end?

MARKETLEADER™ (3 HOURS)

The best way to understand a strategy is to test it in the market. This workshop uses a market simulation to let the participants experience the potential of the new strategy.

Senior management is confident enough in the strategy to put it to the test in this way!

The participants play the roles of Thorne and its major competitors and experience first hand how the market reacts to the new strategy.

Should the groups compete? Do you want a winner to be declared?

STRATEGIC STORYTELLING (2.5 HOURS)

The participants are the most important ambassadors of the strategy. We need to prepare them for this job.

In groups, the participants work with various ways to communicate the strategy; Some make short animated soap movies, some practice speeches and others visualise the strategy as a soap box.

The goal is to allow them to express the strategy in their own words and thus, internalise the core story.

Should the groups compete in each category? Do you want a winner to be declared?



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Breaks and networking



STANDING LUNCH (30 MINS.)
A quick serving of sandwiches or light salads.

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Participants need a real lunch with time to rest and network with their colleagues.

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HEALTHY SNACK (30 MINS.)
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COFFEE AND CAKE (30 MINS.)
A more traditional serving of coffee and cake.

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AWARD SHOW (30 MINS.)
The winners of the game or a workshop are presented with a prize at a fun award show. *What is the prize?*

MUSICAL OR THEATRICAL PERFORMANCE (30 MINS.)
To inspire and set the mood, you bring in an artist to perform. *Is there a theme to the act?*

GET UP AND MOVE (30 MINS.)
A little physical exercise will get the blood flowing and loosen people up.

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WALK AND TALK (30 MINS.)
Fresh air outside with a colleague.
What do they talk about?

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NETWORKING (30 MINS.)
Scheduled time to network and check emails.

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TREASURE HUNT/ACTIVITY RUN (1 HOUR)
An entertaining treasure hunt in the area around the venue. The hunt combines thematic tasks with fresh air and inspirational sights.

Summit content

Make your
own

 Write your own ideas
for events here 

