



ANDERSON CENTER



STRATEGY  
FORUM

August 16–18, 2010



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## STRATEGY FORUM

To effectively grow and evolve a business over time, business leaders need to develop an enhanced capacity to think and lead strategically in every area of business. Developed by the Anderson Center, in conjunction with business leaders in the St. Cloud community, Strategy Forum has been designed to provide business professionals with functional building blocks used to build a successful organization. The valuable skills obtained from the specific programs in this Series can be directly applied to the participants' specific departments and enterprise wide strategies. Anderson Center's Business Forums include in-depth programs covering:

Marketing  
Strategy  
Operations  
Finance/Accounting  
Human Resources/Organization  
Operations/Lean

### Strategy Forum: [Program Objectives](#)

Anderson Center's Strategy Forum is an Overview of Strategic Methods and Practices. As a participant in the Strategy Forum, you will join a small executive group of peers to:

- Examine the concept of strategy: Identifying what strategy is, what strategy isn't and the purpose of strategy.
- Assess your industry and the relative attractiveness of the industry, identifying the threats and the enablers that impact profitability [7-forces model].
- Analyze your competitors, identifying how best to engage them in competition.
- Understand how your value proposition leads to competitive advantage

Many leading Greater Minnesota companies have benefited from attending an Anderson Center Forum:

Anderson Trucking Service • Bernick's Pepsi • BREMER Bank • Centracare • Cold Spring Granite • Creative Memories  
Gold N' Plump • Gray Plant Mooty • Marco • Park Industries • Preferred Credit • Spee-Dee Delivery



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### Strategy Forum: [Program Curriculum](#)

The program will use a combination of case study methods, lectures, group discussions, and presentations to illustrate tactical and strategic marketing concepts.

- The purpose for and deliverable of good strategy
- Identifying sources of competitive advantage
- Understanding buyer motivation, incentives and value analysis
- Evaluating competitor goals, assumptions, capabilities and strategies
- Sustaining competitive advantage
- Aligning resources, businesses and the organization with corporate strategy

### Strategy Forum: [Participant Mix and Size](#)

The Strategy Forum has been developed and is ideally suited for senior and mid-level managers responsible in whole or part for strategic leadership. Strategy Forum is an Overview of Strategic Methods and Practices.

## Strategy Forum: [ForumLeader and Facilitator](#)



Greg Flint

Greg Flint is the Forum Leader for the Strategy Forum. Greg enjoys helping organizations align their efforts to a common objective with a clear strategy, and then to align the elements necessary to execute on that strategy. He is currently the Vice-President of Operations and Strategy at Cold Spring Granite Company. Greg's background also includes finance, and he serves as a board member for a variety of non-profit and for-profit organizations. Greg recently participated in the Harvard Advanced Management Program.

## Strategy Forum: [Admissions Process](#)

To register, please fill out the registration form provided and return to the listed address.

## Strategy Forum: [Fees & Payment](#)

The fee for Strategy Forum is \$1,500. The fee covers tuition, case materials, meals and lodging, if necessary. Non-profit organizations receive a 20% discount. Individuals and small or early stage organizations interested in attending an Anderson Center Forum with limited ability to pay, should inquire about scholarship opportunities.

## Strategy Forum: [Program Dates – August 16–18, 2010](#)

## Strategy Forum: [Contact Information](#)

For more information, please contact the Anderson Center.

Venita Wilkes, Director  
Anderson Center  
616 Roosevelt Road, Ste. 100  
St. Cloud, MN 56301

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Fax: (320) 251-5429  
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What factors made the most influence on your decision to apply to this program?

- Anderson Center Board Member- Name: \_\_\_\_\_
- Opportunity to network with other business leaders
- Use of case study method
- Round table discussions
- Small group dynamic
- Other: \_\_\_\_\_

#### PROGRAM FEE/CANCELLATION POLICY

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The cost for the Forum is: \$1,500. To reserve a spot in the next Cohort, please complete this form and submit it to the address below. You will be invoiced for the amount of the Forum. Payment is required prior to the start of the Forum. *Cancellation Policy - Notification of cancellations or deferrals must be submitted in writing at least 45 business days prior to the start of the program to receive a refund of the program fee. The initial deposit can be credited to another cohort or program. Due to program demand and the volume of pre-program preparation, cancellations received within 30 business days prior to the start of the program are subject to a fee of 35% of the total program fee.*

Signature \_\_\_\_\_ Date \_\_\_\_\_

I certify that all the information and accompanying material provided in connection with this application is authentic and accurate.

#### PARTICIPANT PROFILE:

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What are some of the challenges facing your organization?

Have you had any experience using case studies as a management tool?

Have you had any experience with the Anderson Center/Forums/Luncheons?

What are three specific tools or skills you'd like to gain or perfect during this Forum?

PLEASE FAX OR EMAIL THIS REGISTRATION FORM TO:

Venita Wilkes, Director  
Anderson Center  
Fax 320-251-5429  
Email: [venita@acmbd.org](mailto:venita@acmbd.org)

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St. Cloud, MN 56301