



**hello**clarity.  
strategy+communications

# STRATEGIC PLANNING WORKSHOPS

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For organisations to effectively navigate the changing business and customer landscape, it is essential that strategic plans are developed with a detailed scan of the external environment, a robust analysis of the vision, strengths and capabilities of the organisation, a comprehensive review of stakeholder engagement, and a dedicated process to consider potential innovations and opportunities.

At Hello Clarity, we work through a comprehensive strategic process which is collaborative, engaging and tailored to your specific sector and individual organisation.

The recommended duration of a strategic planning workshop is 2-3 days, however input over shorter sessions can also be provided.

### FACILITATORS

We have designed our consulting process to maximise the impact and effectiveness for our clients. At Hello Clarity we believe in the strength of collaboration so our strategy workshops are facilitated by two facilitators who are both present throughout the duration of the workshops. Our lead facilitators are Claire Madden and Paul Henderson.



[Claire Madden](#) is a social researcher, media commentator, keynote presenter, TEDx speaker, business consultant and founder of Hello Clarity. She is in demand for her skill in effectively identifying the emerging trends and assisting business leaders to strategically respond to them. With academic qualifications in communications and postgraduate studies in leadership, Claire brings robust, research-based content to her engaging presentations and consulting. Claire is uniquely placed as an expert on social trends, organisational culture and generational engagement.

Previously, Claire was the Research Director at the leading social research agency, McCrindle Research. Claire has had extensive experience in conducting customer and stakeholder research and interpreting these insights to inform strategy.

Claire has facilitated training and workshops extensively across a range of sectors and industries

both in Australia and overseas. Claire's clients include:

- TAFE NSW
- Local Government NSW
- Salvation Army
- Danone
- University of Technology Sydney
- Griffith University
- ABC



Paul Henderson is Managing Director of Wingfield Overseas (Australia), specializing in strategy and leadership, and a founding partner of MindMake, an American company focusing on online security and education.

Paul is skilled in helping organisations to grow and become more effective by teaching executives to listen, think, plan and execute strategy effectively through a clearly mapped process. He has extensive international experience in research, education and policy formation, and has also written numerous publications on education, law and culture.

Previously Paul was a director of Strategic Solutions International, a business development consultancy helping executives plan and execute strategy effectively through a clearly mapped process (Strategic Solutions Opportune Toolkit). Clients include:

- The New Zealand Institute of Chartered Accountants
- The University of Canterbury Foundation
- Ports of Marlborough
- JADE Software Corporations
- Skope Industries
- Palmerston North City Council
- Natcoll Design College.

In 2010, Paul was appointment by the Prime Minister's Office (NZ) as Secretariat for education reform and school choice. Paul has also been Director of Research and Programmes at Maxim institute.