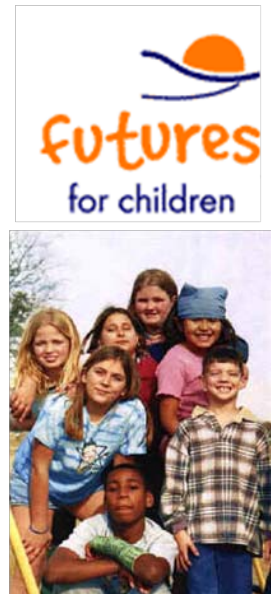


# Building the Corporate Strategy



## Background:

Futures for Children is a fostering agency that provides family placements for children and young people 'looked after' by local authorities.

Futures for Children (FFC) started out as a small business and enjoyed a fast growth in its first two years. In years three and four the business saw a plateau in its growth.

FFC drew upon europartnership's specialised experience in building corporate strategies to develop the business and its growth for the future.

FFC employs 32 full time staff, of whom 8 make up the Corporate Management Team who all participated in the PDM programme.

## The Challenge:

- Design a programme to with Corporate Management Team (CMT) to build Corporate Strategy
- Provide Business & Strategic Planning Training for CMT
- Develop a robust reusable planning framework
- Produce a written Annual Corporate Strategy

"Most of the team has come from a traditional social working background and strategic planning was not our core strength. However, through working with europartnership and their programme we have gained some essential management skills."

Lynne Stout, Policy Director

## The Outcomes:

- A robust and fully documented vision and strategy for the CMT at FFC
- An FFC growth model for the future
- Certificated management development in performance improvement and business & strategic planning

## The Programme:

The CMT went through a robust strategic planning process called "Performance Driven Management", which comprised a series of 3 workshop days over a three month period.

In the six week gaps between the workshops, europartnership consultants provided consultancy and support through interim visits and help the team with their self-study assignments.

The workshops were held offsite at a suitable local hotel conference facility to ensure disturbances were kept to a minimum.

"Through this programme, we have realised and achieved our clarity of purpose and created a strong strategy for the short, medium and longer term strategy for FFC.

All the work has been to a very high standard and professional level, and they certainly went that extra mile for us!"

Harry Bettice, Managing Director, Futures for Children (FFC)

