

SPOTLIGHT ON... STRATEGY

Sometimes it's the haystack
you need to find, not the needle.

A day of pragmatic and inspirational leadership
with Ewan McIntosh, from NoTosh, in collaboration with ELSA
Register now: <http://www.elsa-france.org/a-day-with-notosh.html>





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ELSA - NoTosh Strategy Garage, Paris
November 22, 2016: 1000-1630
(Meet and greet from 0930)

British Council Paris Centre
9 rue de Constantine
75007 Paris, France
(Pre-registration essential)

Schools expend so much effort on creating strategy, and then wonder how it might have more impact. Too often, it's a case of lots of thunder, no rain.

At NoTosh, we have rethought every aspect of strategy design. When we work with some of the world's leading schools on their strategy, we see the process itself creating as much change as the end-product of strategy itself.

We invite you to Paris for a special Strategy Garage, a chance for leadership teams, their Boards and innovators from schools to get away from business as usual, and start thinking differently:

- Learn how to use tools that change the way you communicate your objectives;
- Experience a different way to design a new strategy;
- Work out how to involve the community in designing the future of your school, without it becoming a free-for-all.

We take whatever challenge you're working on right now, and look at it with you through many lenses. This is the NoTosh Design Thinking process (<http://www.notosh.com/design-thinking>). Ewan McIntosh, NoTosh's founder, will work alongside Jeffrey Lippman from the American School in Paris, to help ELSA member schools approach strategy-building like they've never done it before. Whether it's a **whole-school** strategy, a plan for **innovation** involving a few teachers, or learning how to **refresh existing strategy**, this atelier will take you on an exhilarating journey.

And, if you're really serious about thinking differently in your strategy, or beyond in other areas of your school's development, ELSA members attending this workshop will be entitled to a 15% discount on future development projects undertaken with NoTosh - just let us know before January 10, 2017, to lock in your exclusive discount.

Register your attendance now:

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