Strategic Business Coaching Lab

Designing Future Business Ventures, Revenue Growth and a Five-Year Business Blueprint

1. Introduction

The increasing demand for financial sustainability requires organisations to move beyond conventional sources of income and systematically develop new business ventures capable of generating long-term value.

Many organisations possess significant commercial assets, technical expertise, strategic partnerships and subsidiary companies that remain underutilised. While these resources offer substantial business potential, they often lack a structured strategic direction, coordinated execution framework and long-term commercial roadmap.

This Executive Strategy Coaching Lab is designed specifically for Chairmen, Board Members, Chief Executive Officers and senior leadership teams to work directly with experienced strategy coaches in identifying new revenue opportunities, redefining the strategic role of subsidiary companies and constructing a practical five-year business blueprint.

Unlike a conventional training programme, this coaching lab does not focus on transferring knowledge through lectures. Instead, every coaching session guides participants through structured executive conversations, strategic questioning, business diagnostics and collaborative planning to produce real organisational strategies and implementation plans.

Throughout the two-day coaching engagement, participants will progressively develop practical outputs that can be immediately refined into organisational business strategies for board consideration and execution.

2. Coaching Objectives

By the end of this Executive Coaching Lab, the leadership team will be able to:

1. Identify strategic business opportunities and niche markets capable of generating sustainable income for both the parent organisation and subsidiary companies.
2. Develop strategic revenue generation initiatives by leveraging organisational assets, capabilities, expertise and existing business ecosystems.

3. Revitalise dormant and underperforming subsidiaries through commercially viable business strategies and new business ventures.
4. Construct an integrated five-year business blueprint encompassing strategic priorities, business ventures, operational direction, financial planning, governance and execution roadmap.

3. Coaching Methodology

The programme adopts an executive coaching approach through:

- Executive Strategic Dialogue
- Board-Level Facilitation
- Business Opportunity Coaching
- Guided Strategic Thinking
- Executive Reflection Sessions
- Business Venture Coaching
- Business Model Coaching
- Scenario Challenge Sessions
- Strategy Formulation Workshops
- Financial Planning Coaching
- Boardroom Review Sessions
- Action Planning Coaching

Coaching Framework

Day 1

Theme : Discovering New Business Opportunities and Future Revenue Engine

Coaching Session 1

Understanding the Organisation's Future Growth Aspirations

Executive Coaching Focus

- Clarifying long-term organisational aspirations
- Challenging existing assumptions about business growth
- Identifying current revenue dependencies
- Exploring future organisational positioning
- Aligning Board expectations with business ambitions

Executive Output

• Future Growth Vision

• Strategic Business Aspirations

Coaching Session 2

Coaching the Leadership Team to Identify New Business Opportunities

Executive Coaching Focus

- Exploring untapped organisational assets
- Identifying hidden commercial strengths
- Mapping emerging market opportunities
- Discovering high-value niche businesses
- Evaluating strategic fit between organisational capability and market demand

Executive Output

• Opportunity Portfolio

• Strategic Business Priority Matrix

Coaching Session 3

Coaching the Transformation of Subsidiary Companies

Executive Coaching Focus

- Reviewing subsidiary performance
- Identifying dormant business potential
- Exploring new commercial roles
- Redefining subsidiary business models
- Prioritising growth opportunities

Executive Output

• Subsidiary Transformation Strategy

• Future Business Portfolio

Coaching Session 4

Coaching the Design of Future Business Ventures

Executive Coaching Focus

- Selecting strategic ventures
- Defining customer value propositions
- Designing sustainable revenue models
- Developing partnership ecosystems
- Prioritising business investments

Executive Output

• Business Venture Portfolio

• Revenue Generation Framework

Day 2

Theme

Constructing the Organisation's Five-Year Business Blueprint

Coaching Session 5

Coaching the Development of the Five-Year Strategic Direction

Executive Coaching Focus

- Defining strategic priorities
- Aligning business ventures with organisational mandate
- Determining long-term growth targets
- Prioritising transformation initiatives

Executive Output

• Five-Year Strategic Direction

Coaching Session 6

Coaching the Development of the Five-Year Business Blueprint

Executive Coaching Focus

- Business operating model
- Market positioning
- Commercial strategy
- Operational capability
- Resource planning
- Human capital requirements
- Technology enablement
- Risk considerations

Executive Output

• Draft Five-Year Business Blueprint

Coaching Session 7

Coaching the Financial Sustainability Strategy

Executive Coaching Focus

- Revenue projections
- Investment planning
- Financial sustainability
- Budget prioritisation
- Funding strategies
- Commercial viability assessment

Executive Output

• Five-Year Financial Strategy

• Investment Roadmap

Coaching Session 8

CEO Strategy Clinic

Executive Coaching Focus

- Reviewing strategic assumptions
- Challenging business plans
- Refining implementation priorities
- Executive coaching with leadership team
- Immediate next steps

Executive Output

• Executive-Endorsed Business Blueprint

• Implementation Roadmap

Final Coaching Deliverables

By the end of the coaching engagement, the executive team will have developed:

- Future Business Vision
- Organisational Growth Strategy
- Strategic Opportunity Portfolio

- Parent Organisation Income Generation Strategy
- Subsidiary Revitalisation Strategy
- Business Venture Portfolio
- Revenue Generation Framework
- Five-Year Business Blueprint
- Five-Year Financial Strategy
- Budget and Investment Framework
- Strategic KPI Framework
- Executive Implementation Roadmap

This structure reflects the style used by leading firms such as McKinsey, Bain, BCG and Deloitte in executive strategy engagements. Every session is framed as a coaching intervention that guides the leadership team toward producing board-ready strategic outputs, rather than as a conventional training programme.