



## PLACE OF STRATEGY

The De Hoek program for an excellent board strategy meeting



### *S5 Executive Strategy Meetings*



We know that a board of directors and the executive committee need to get away when the big decisions about the strategy of the business are being discussed and decided. Because so many of our regular corporate guests have commented about this we have created a special S5 program that will help you to achieve the best results for your efforts thinking into the future. Most boards have four standard board meetings a year, with the fifth usually being the strategy session. Hence the S5 name of the program.



The beautiful relaxed environment of De Hoek should stimulate good thinking and clear visions for your future. We also know that every company has its own culture and the way each one conducts the process of its strategic mission will be different. We have however outlined what we think will be an ideal way to approach your strategy meeting. It could, of course be adjusted and customized to suit your particular needs.



TRAVELERS' CHOICE®

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★★★★★ Country  Hotel  
**DEHOEK**



*Tranquil spaces for innovative thinkers*

## S5 ITINERARY

### DAY ONE

- Arrive at De Hoek in time to take a gentle walk around the expansive grounds and relax the body and mind. Country air is ideal for re-setting the body clock and re-connecting with yourself.
- Meet for informal cocktails as the evening sets in.
- Powerful 25 minute film, depicting some of the challenges of constructive strategic decision making.
- Guests are seated for a specially composed private wine pairing dinner and an opportunity to meet our Head Chef whom will introduce the dishes and wish you a successful S5 event with us.
- All guests receive in their rooms a copy of a book on corporate strategy, such as *Scenario Planning* by Clem Sunter.

### DAY TWO

- For a healthy mind in a healthy body, we encourage members to join the General Manager's hike to the top of the De Hoek hill (approx. 15/20 mins). After taking in the wonderful scenery, wildlife, and flora and fauna, Tea, Coffee and Rusks are served on the Hilltop.

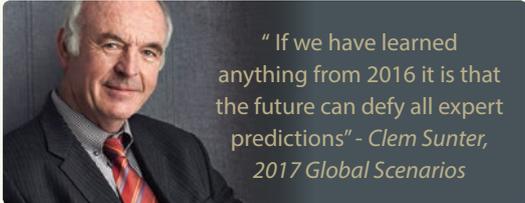
It is said that *"great insight comes with the elevation of the mind to the top of a mountain"* - Ghandi

- Arrive back and after a healthy country breakfast settle in to the day's strategy deliberations.
- To de-stress, guests are offered head, neck and shoulders massage at the end of the working day.
- Evening cocktails around the fire pit and informal dinner in the Bridge Bistro, looking out onto the Gardens.

### DAY THREE

- Morning briefing on managing a healthy lifestyle including eating, exercise and mindfulness in the Garden Pavilion. After the final afternoon session of strategy meeting and closure followed by De Hoek tree planting ceremony to commit to and celebrate the decisions made. The tree will have the name of the company and the date of the meeting. Concluding the Strategy session is a group photograph taken at the Bridge.

*"The essence of strategy is to describe what direction the business is going in; how the business will be positioned against competitors, why that positioning makes sense given the realities of the marketplace and of the broader external environment, how the business will grow, and what, in general terms the company will do to deliver on the opportunities it is pursuing. Clarity, specificity, and succinctness in capturing the essence of the strategy are the 'sine qua non' of meaningful dialogue about strategy." - Ram Charan "Boards that Deliver – Advancing Corporate Governance from Compliance to Competitive Advantage"*



*Celebrate Life.*