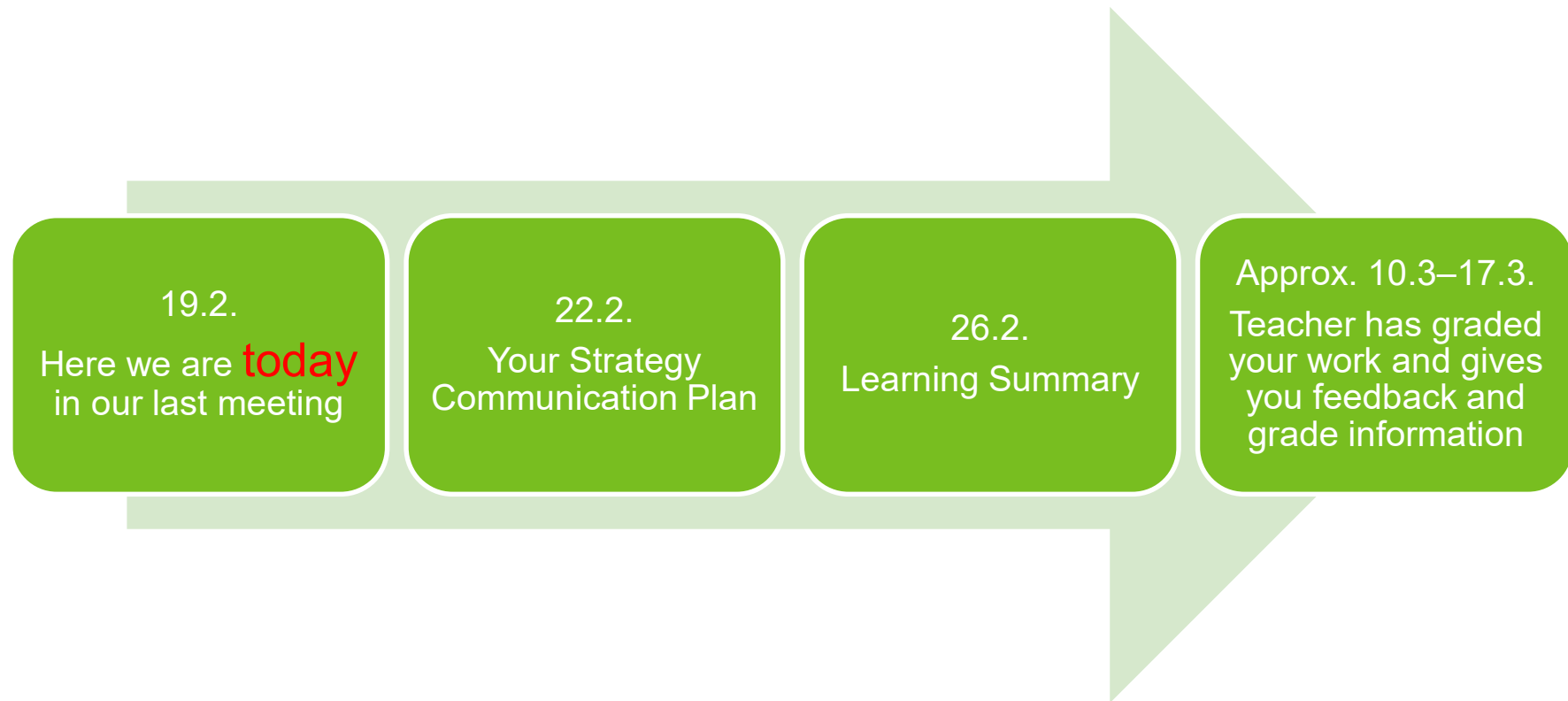




# Agenda

- 1. How to proceed: deadlines & grading + some instructions**
- 2. Short recap of the course themes & topics**
- 3. Discussion on workshop presentations' take-aways**
- 4. Official feedback form**

# Next steps in chronological order



## Learning Summary (Deadline:26.2.)

- Please read the instruction (from Assignments in the course page)
  - In your paper, consider all the three key arenas for learning: class sessions, readings, and group work outside class.
  - 1500–2000 words (+ contents and references)
  - You can freely use parts of texts you wrote in your reflection papers
  - You don't have to go chronologically, you can arrange the themes/topics in some other way as well
  - You can use your professional knowledge (e.g. working life experiences), and the knowledge from other courses & studies as well
  - You have to refer to the literature you use (and use academic citing and writing conventions)

# Grading

- **Groupwork**
  - Presentations not graded as separate entities – then again – how can you separate between what you say and how you say...
  - Teacher relies on the written plans, what he saw in the workshops, and in the slide sets in particular
  - Finally, you must fill the peer evaluation sheet (about your own group), which *may* have an effect on grading
- **About all gradable deliveries, please see the grading rubrics**
- **Note also that positive attendance and participation in class (workshops as well of course) may raise your overall course grade**

# “Executive summary” of the lecture contents

# Starting from "the basics"

- Challenging the dichotomy of strategy and communication of strategy (or planning and communication)
  - *Communication is not only the means or "tool" in strategy work but also a primary site of strategy work*
- Communication plays an important role in the practices/routines/rituals/techniques etc, in and through which strategies are done or strategy activities occur
- To a large degree, strategy is a communicational product

## ...and towards the question: what has to be there "before and after" as regards communicating strategy

- Importance of "knowing strategy"
- Importance of "articulating strategy"
- Importance of "participation and involvement in strategy"



# Next questions: how do we know, how do we articulate, and how would we participate?

- **Strategy as a specific "language-game" (=discourse)**
  - (Learning to speak strategy?)
  - Understanding strategy and strategy practice
  - Analyzing strategy and strategy practice
- **Strategy as narrative**
  - Creating strategies as a narrative endeavour
  - Making others to understand strategy

## ...but in addition to language and other symbolic means of conveying and establishing meanings

- ...communicating strategies and communicating with people about strategies is **physical** and **material** action, consisting of non-human "stuff"
- Different material arrangements, different tools or frameworks or techniques etc. result in different ways of interacting and understanding (tools enable and restrict the ways we can see things) – finally producing different results

# And, lastly

- Stakeholders and their engagement matters > defines the communicative actions both in strategy development and execution
- Stakeholder analysis = vitally important element in strategy work in general and planning the communication in particular
- Stakeholder analysis to be combined with the analysis of the style and mode of communication

# Other learnings: articles

- Aiming to broaden the content in lectures but also to deepen and to give more academic depth to some of the topics discussed in lectures
- In order to enhance not only academic but also practical understanding

# Other learnings: groupwork and workshops

- Learnings: you were doing communicative strategy work when doing your strategic analysis and the strategy communication plan  
> presentations, slides & written report are "acts" of strategy communication

# Workshops, discussion on take-aways

- **Phase1:** Work some 4-5 minutes alone to think about what you learned from other group's work and/or your own group's work
- **Phase 2:** Compare your thoughts in small groups, use Flinga whiteboard to write down (some) most important take-aways (10 minutes).

# THANK YOU VERY MUCH!

**Time for filling the official course feedback form (link sent to your email (probably two) weeks ago)**