

## The Strategy Bootcamp App

### Deliver change through habit-forming app

9 month pilot, 1 app, 4 cohorts, 10 days each

#### What is The Strategy Bootcamp concept?

A gamified, easy-use, short course for business leaders delivered via an app, it coaches users through a series of strategic exercises delivered as bitesize content: 10 min/day.

**“Absolutely loved taking part in this study. Very thought provoking and ensured we have gone back to basics in terms of where we are as company, where we want to go, and what is required to ensure we successfully achieve our goals.”**

Henry – Founder at Twenty One Twelve Marketing

**“The content was excellent. I don’t think anything was superfluous and I really enjoyed it and found it engaging and timely.”**

Participant

#### How do we create value?

We combined the business management research with cutting-edge behavioural science that gave participants the tools to focus their vision for their business, gave them the tools to think strategically and create good strategy habits. The results demonstrated evidence of promise in engaging participants: they completed the course as intended, had high satisfaction rates, and were motivated to spend time on strategy. In particular, we found promising movement on self-reported intention to maintain the two productive behaviours the course was targeting:

1. **Scheduling and running a quarterly strategy meeting:** at the baseline 22 of 57 business leaders said they already held strategy review meetings. By the end 50 had one scheduled (+128%).
2. **Spending an hour a week on strategic thinking and planning:** at the baseline 25 of 57 leaders reported they spend at least 1 hour a week on strategy, and by the end 38 said they were intending to (+52%).

## How does this look in practice?

### Driving impact

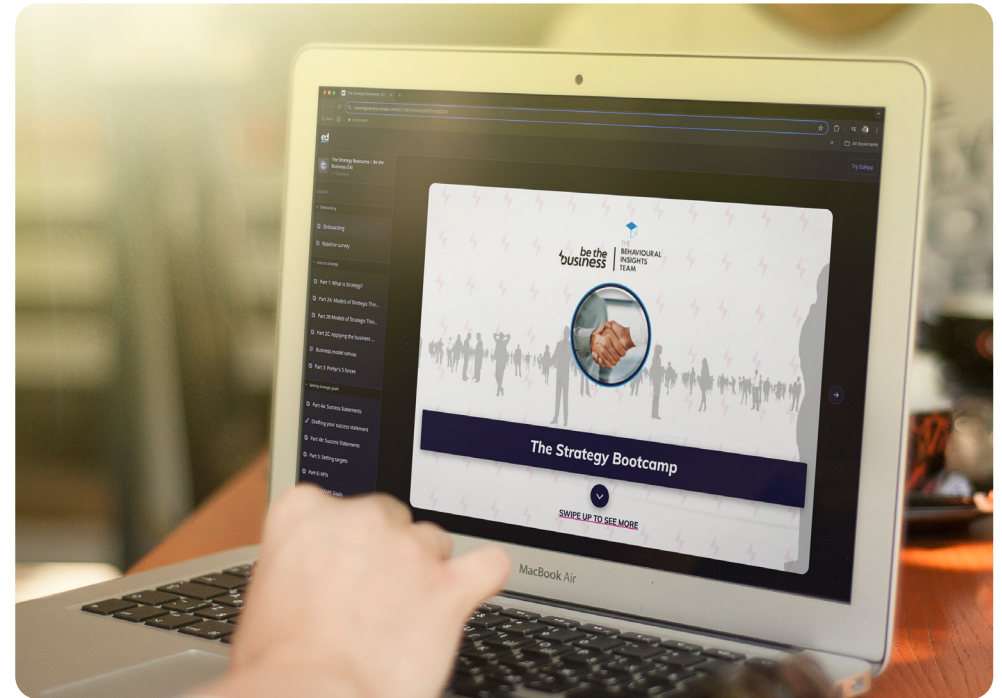
- Bespoke theory of change
- Targeting productivity enhancing behaviours
- Test and learn and test again approach

### Small business engagement

- Business supports that's designed to work around a leader's busy schedule
- Best-in-class app platform that allows access from phone, desktop or tablet
- Gamified features like leaderboards and quizzes

### Results

- Very high completion rate of 78%
- 100% of our last cohort said it was worth their time
- Strong uptake of productive behaviours



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Victor – Director at SimplEnrgi

## Let's talk

Interested in the The Strategy Bootcamp and how we could work together?  
Contact our team to discuss our approach, results and next steps.

Productive Partnerships | [lab@bethebusiness.com](mailto:lab@bethebusiness.com) | [bethebusiness.com](http://bethebusiness.com)

The Productivity Group – Be the Business

Charity Commission – charity number 1133660 | Charity overview registered in July 2017

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