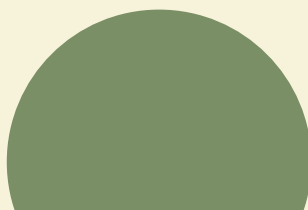




Welcome to Strategy Catalyst Training

Are you ready to become the
strategic partner your agency
and clients can't live without?

Open Velocity's Strategy Catalyst Training is your launchpad—a dynamic, 10-week programme crafted for ambitious agency professionals who want to think bigger, deliver more, and make a lasting impact.



Why choose Strategy Catalyst training?

Today's brands expect more than execution – they need partners who can solve complex challenges with sharp strategic insight. This training gives you the tools, confidence, and frameworks to step up, drive client success, and help your agency win new business, expand briefs, and boost revenue.

Is this for you?

- You want to shape client strategy, not just deliver work.
 - You're ready to step up in meetings, pitch with confidence and handle bigger briefs.
 - You see gaps in your strategic knowledge and want practical, actionable skills.
 - You want your work to be more impactful, rewarding and valued.
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What you'll gain



Across five interactive workshops and practical 'Power Hours', you'll learn to:

- Analyse the marketplace and competitive forces shaping your client's sector or industry.
- Uncover and leverage your clients' unique competitive advantages.
- Understand the drivers of sustainable growth and where to place strategic focus and emphasis.
- Work through your own client challenges with expert guidance.
- Measure success, know when to pivot, and demonstrate the value of your work.

All sessions are led by experienced strategists with deep agency and client-side experience, ensuring every insight is practical and immediately applicable.

How it works

Interested
in joining
independently?
Join our waiting
list for upcoming
dates.

- Engaging sessions spanning 10 weeks, with small cohorts (3-6 people)
- Weekly live, interactive sessions
- Led by expert trainers via webinar
- Custom modules, in-person options and bespoke dates available
- Investment: £1,099 per person

We often work directly with agencies to help develop the strategic skills of their brightest and best.

Meet the tutors



Jon Paget

Jon is a global marketing strategist. In addition to his consultancy work, he lectures in marketing at several universities including at Falmouth University – home to the UK's top-ranked course for creative advertising and strategy-focused graduates. Jon works with (and trains) many challenger and growing full-service agencies to help them reposition and grow.



Bethan Vincent

Bethan's worked both agency and client side, and is a frequent speaker at agency events like MozCon and BrightonSEO. She's led B2B marketing teams in a number of technology businesses, and as an entrepreneur herself, knows the challenges of building a successful business. She brings a passionate and well-informed perspective on how successful agencies grow.

Share the opportunity

Think your agency should invest in you?

Share this brochure and let your MD or agency owner know: this is the only fully bespoke agency strategy training designed to help teams win more business and retain more clients.



"The training was so practical and immediately relevant. I've already started using the models in client meetings and feel much more confident tackling strategic briefs."

Account Director, Reflect Digital

"The results speak for themselves. Our account teams are introducing innovative strategies and asking more challenging questions to produce meaningful results."

Martin Stone, Director, TANK



Get in touch

Contact our training lead jon@openvelocity.co.uk to find out more, or visit [Strategy Catalyst Training](#)

Course modules

Module 1

Setting strategic foundations	Strategy formulation	Sustainable growth strategies
Overview of market dynamics and competitive landscapes	Defining strategy and its importance in marketing	Exploring growth strategy and how brands grow
Identifying market opportunity	Competitive advantage, market positions and the marketing	Long-term planning for sustainable growth
Analysing internal capabilities and resource	Techniques for building strategy	Marketing budget planning

Module 4

Module 5

Module 6 (Optional)

Strategy evaluation	Interactive small group strategy workshop session Participants apply strategic frameworks to their own client strategy scenarios with guidance and feedback from tutors	Consumer behaviour
Marketing measurement frameworks, metrics and KPIs		Understanding the buying situation
Knowing when to change strategy		Consumer Behaviour theory and models
		Emotions, storytelling and purchase journeys