



Strategic thinking

Great leaders distinguish themselves by an ability to rise above day-to-day and develop a robust strategic plan for their business. Furthermore, they develop a strong following for the plan and maintain a strategic perspective to build a framework for the delivery of the plan that works as a motivation for the team and an anchor for the tactical delivery plan that follows. This model provides techniques and a practical framework for strategic thinking.

Around 2 hours • Face-to-face or virtual • Typically 4-15 participants • Supported by course notes • Interactive

Key course elements

What is strategic thinking?

- What are the key elements of a strategy?
- The requirements of strategic thinking
- Turning strategic thinking into strategy
- Key strategic thinking models

Identifying goals and core challenges

- Diagnosing the current position
- Identifying the relevant challenges to focus on
- Competitive advantage

Ideas into action

- Practical models for generating ideas and potential solutions
- Selecting the best solutions
- Identifying sustainable and coordinated strategic actions
- Managing risk

Values and shared vision

- Building accountability into the strategic process
- Differentiation, passion and value
- Simplifying the thinking

Participants will learn to...

- Fully understand what strategy is and is not
- Know what is needed to think strategically
- Identify goals and core challenges
- Generate and assess creative solutions
- Turn solutions into coordinated and sustainable actions
- Consider value creation, values and creating a shared vision
- Develop a strategic plan