



Consulting and Training | Reach New Heights

**Course Name**

# Strategic Thinking and Planning

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**Sector Name**

Management And Leadership

**Document Type**

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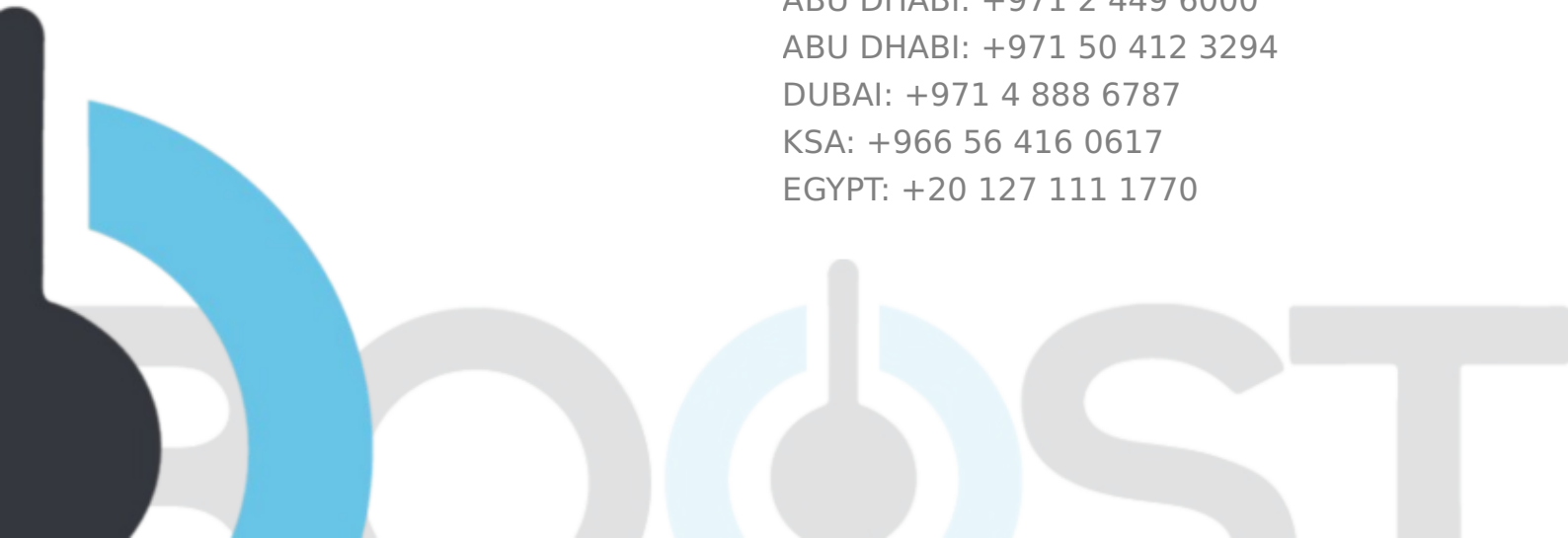
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## Strategic Thinking and Planning

### Course Introduction

This course will enlighten professionals in finding a way to translate strategic objectives and intentions into operational components, plans, procedures, and systems that enable the successful execution of the strategy by front-line managers and employees.

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## Strategic Thinking and Planning

### Target Audience

- ✓ Senior Managers
- ✓ Department Heads
- ✓ Business Owners
- ✓ Strategy Consultants
- ✓ Corporate Planners
- ✓ CEOs and COOs
- ✓ Team Leaders transitioning to strategic roles
- ✓ Business Analysts
- ✓ Professionals involved in strategic decision-making
- ✓ Executives seeking to refine their strategic thinking skills

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## Strategic Thinking and Planning

### Learning Objectives

- ✓ Identify the difference between good and bad strategies
- ✓ Improve the performance of an existing company/division/department when faced with a major change in business conditions
- ✓ Balance financial and non-financial objectives and goals
- ✓ Grow an existing company/division/department
- ✓ Align all activity to focus on the strategic goals and not be distracted by less important issues

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## Strategic Thinking and Planning

### Course Outline

#### ✓ **01 Day One**

##### **Get introduced to Strategic thinking**

- ✓ The essence of strategy: core concept and definition of terms
- ✓ From Values to results: Understanding the company's values, vision, mission & objectives
- ✓ The difference between a good strategy and a bad strategy
- ✓ How we think strategically
- ✓ Analytical vs Creative thinking

##### **Strategic thinking and making things happen**

- ✓ Understanding the distinctions between strategy, operations, and tactics
- ✓ Leadership and management, comparing the strategic and operational levels
- ✓ Strategic and operational goals – the significance and difference
- ✓ Two key roles:
  - ✓ Chief Executive Officer
  - ✓ Chief Operating Officer

## Strategic Thinking and Planning

### Course Outline

#### ✓ 02 Day Two

##### **Strategic planning - the power of business analysis**

- ✓ Understanding the concepts of:
- ✓ Corporate strategy
- ✓ Business strategy
- ✓ Business model
- ✓ Understanding the impact of Globalization
- ✓ Cost-based strategies versus differentiation-based strategies
- ✓ Competitive strategy and 'blue sky' alternatives

##### **Strategy tool: The Golden Circle**

- ✓ Turning the strategy into actionable plans
- ✓ Introduction of Golden Circle
- ✓ What is it for?
- ✓ How to use?

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### Course Outline

#### ✓ **03 Day Three**

##### **Bringing it all together**

- ✓ Managing implementation – effective execution of strategy
- ✓ Stakeholders and communications
- ✓ Building a strategy/business planning team
- ✓ The future of strategic management

##### **A Take-Home Action Plan**

- ✓ I will stop...
- ✓ I will continue...
- ✓ I will start ....

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## Strategic Thinking and Planning

### Confirmed Sessions

No confirmed sessions available

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