

## COURSE OUTLINE

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### From Operational to Strategic Thinking

#### Who is it for?

This unique, interactive and comprehensive management master class in strategic thinking has been designed with directors, senior executives, senior managers, senior administrators and middle managers in mind. Those in fact, who want to recognise and achieve their full potential as leaders and professionals and then support the company in the most efficient and effective way possible.

#### What is it about?

The programme will provide all the participants with the skills and insights to move from operational to strategic thinking and to develop their approach to strategic and organisational issues, understand themselves and others and then expand and capitalise on the learned skills to operate more effectively in their management teams.

They will learn the importance of flexibility, focus, empathy, encouragement and a well balanced approach. That awareness, thinking styles, problem solving skills, emotional intelligence and cultural matters are important in guiding both yourself and others towards success, creating smart people and people smart strategies before their operational thoughts and actions.

#### What will it cover?

- Setting the scene and outlining the direction
  - Why strategic thinking in the 21<sup>st</sup> century, the need for input from managers and teams.
  - Why strategic thinking and analysis are important for organisations.
- Why move from operational to strategic thinking
  - Consider the significance of operational inputs and external forces.
  - Varied level thinking styles and the crucial importance of the umbrella approach.
  - Why use imagination and creative new ideas in business, why do they have a place in strategy?
- Strategic business focus and attention to detail
  - Awareness of operational issues versus strategic objectives.
  - Experience how to link the soft and the hard issues.

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- Operational and scalable leadership, an approach to corporate strategy.
- What is strategy?
  - What is strategy and where does it come from?
  - Why do we use strategy in business development to achieve goals?
  - Why strategy is first before tactics and why it always brings change.
  - The concept and format of 'the new strategy cycle'.
- Strategic thinking v Strategic planning
  - Strategic thinking and its impact versus strategic planning formats.
  - Strategic schools of thought: prescriptive, descriptive & the configuration.
- Strategy and some of the core ideas behind it
  - What are top teams looking for from their strategy process?
  - Forms of strategic development.
  - The 5Ps of strategy coupled with the benefits of planning.
  - Competitive advantage and a discussion on its sources.
  - Developing reputation and quality in the market place for maximum impact.
- Improving business performance
  - Using scenario techniques to test strategic options.
  - Diagnosis of current situation using a prioritised SWOT analysis - exercise.
  - Strategic option grid for generating and evaluating options - exercise.

### What will I learn?

- Clever strategic thinking provides for a dynamic and successful future.
- Expand strategic management perspective & improve competitive advantage.
- Develop an active role in your company strategy planning and decision-making.
- Focus on key strategic control areas in guiding others to success.
- Take strategic responsibility for business development and focus on customers.
- Learn a 'step back' approach to maximise profitability from new opportunities.
- Generate a complete and comprehensive case for the customer to buy