

## Content

### Understanding strategy

- what is strategy?
- why strategy is important
- effective strategies are usually simple
  - strategic leadership, business and operational strategies
  - creating and sustaining competitive advantage

### How to think

- personal blocks to strategic thinking and how to remove them
  - exercises to warm up the thinking muscles
  - decision thinking; framing the question, generating options
- techniques to stimulate and capture creativity, innovation and diverse thinking
- biases that can prevent effective strategic decisions

### Future success

- benchmark your strategic thinking capability and identify development needs
- decision making tools and how to use them.

# Strategic Thinking

## Leadership and Management

As an established manager, you are comfortable in your ability to make operational decisions. You are increasingly involved in longer-term, business-critical decision making. However, you may lack process understanding and know-how for making strategic decisions. You want to feel more confident when thinking through potentially complex issues or business opportunities with long-term consequences.

This highly participative programme will give you a practical process, and the essential tools and techniques for strategic thinking and decision making.

### Benefits

By the end of the programme you will be able to:

- understand business strategy and how to identify the sources of competitive advantage
- think straight and think outside the box
- use a range of straight forward and effective tools to aid effective strategic thinking
- avoid the traps that constrain strategic thinking and innovation
- understand your current approach to making strategic decisions
- recognise opportunities to develop your personal capabilities further
- use your new skills and approaches with confidence.

### Approach

This is a practical programme containing exercises, case studies, key concepts and facilitated discussions that will challenge you to develop your strategic thinking capabilities. Our experienced facilitator will share their knowledge with you and equip you to tackle complex decisions with confidence.

### Who should attend?

Managers who need to move beyond day-to-day managerial and operational problems in order to make more effective long-term decisions.

### Programme information

Duration: One day  
Price: £375 (excluding VAT)

Dates and locations:  
20th May 2008 • Surrey  
4th November 2008 • London  
24th March 2009 • Midlands

For further details please call  
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