

## Building Strategic Thinking Skills

*Entrepreneurs, executives, leadership and senior management teams are charged with the responsibility of ensuring the future growth and viability of their organization. Their leadership is necessary to identify direction, set goals, determine priorities, quantify growth, build and strengthen core competencies, and craft initiatives that will measurably move the organization to the next level of performance.*

The ability to set and implement business strategy is a key skill that needs to be developed in leaders. They are the ones who determine everything else that happens within the organization. Leaders must learn the key elements of strategic thinking and strategic planning for both themselves and their organization.

Strategic thinking is a learned process that extracts out of the minds of senior leadership and management within organizations, their best insight about what is happening in the business, what is happening in the environment, and how to position the organization in view of those variables. When taught, this then helps them to make vital choices, such as which products or services to pursue and not to pursue, which markets to seek and not to seek, and which customers to offer and not to offer our products or services to. It enables management to position the organization in order to survive and prosper within a constantly changing environment.

Any organization can become more skilled at planning for both the expected and unexpected by learning a strategic planning and management process that includes the following:

- Developing a Vision
- Extracting strategic information from within the organization
- A method of evaluating and analyzing that information
- Determining strategic objectives
- Understanding the impact of company culture
- Preparing strategic action plans and assigning accountability
- Communicating the strategic plan back to the organization
- Creating a cadence of meetings to ensure accountability around strategic action plans

Dozens of organizations and hundreds of leaders have learned and adopted our Strategic planning process/model into their businesses. Our program includes six hours of pre and post work and a two day (16 hour) training workshop that helps senior leaders develop their skills and abilities to ensure the growth and sustainability of their organization.

A comprehensive summary and survey report is provided for use both during the training seminar and as ongoing reference thereafter. Workshops are for five to eight participants. Cost of Program: \$7,000 per participant. Additional 1-on-1 training/coaching is available at an hourly rate of \$350.