

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 training around how personality traits (individually & collectively) impact strategic planning 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.

Course Outline

Day One: 6 hours

How Personality Impacts a Leaders Ability to Plan & Execute

- Learn how the individual and collective traits of the team members impacts them in initiatives like strategic planning, as well as plan implementation.
- Discover how personality traits impact a leader's: decision-making, team orientation, communication style, openness to change, focus on strategy vs. operations, ability to be innovative & creative in problem-solving, dealing with conflict, and how they will contribute to growth.

Day Two - 8 hours

Using Company Intelligence to Plan for the Future

- How leadership teams can become more skillful in understanding “strategic thinking” and how to leverage it for their future.
- Learning how surveys can provide valuable data to identify and agree on the key corporate strategic issues.
- How to develop a preferred future (Vision) in specific, ambitious, and measurable dimensions in light of the issues & opportunities facing the organization.
- Developing appropriate Goals/Objectives necessary to “translate” today’s business into the “preferred future”.

Day Three - 8 hours

Creating Actionable Steps to Incorporate Strategic Thinking Into an Organization

- Strengthening the leadership team’s skills by utilizing participative & highly interactive processes to agree on their own direction, goals, success, obstacles, and solutions.
- Learn how to create Action Plans for each Objective, outlining time frames & accountabilities.
- Discover how to advance the individual support & “buy-in” of team members outside of the leadership team in implementing strategic initiatives.
- Creating communication plans to inform the organization of strategic direction.