

STRATEGIC THINKING

Advanced Strategic Planning and Strategic Management -- Demand, Competition, Capability

**Two-Day Workshop Facilitated by
James Crown, Chief Executive Officer, Knowledge Group Consulting**

Course Objective

Go beyond Strategic and Business Planning! Build a Strategic Leadership Team and work through a proven 5-Phase Program. Look at the biggest picture you can. Manage Strategic Risk to go where your competitors are too fearful to go. Play in your own ballpark. How can it be done? What is this breakthrough that actually delivers Mission and Vision, something we've all been talking about for so long?

James Crown will provide the answers in this workshop with a methodology that blends strategic, business and risk planning into a seamless competitive advantage. This new Strategic Thinking is the heart of a workable approach to ongoing competitive advantage.

This two-day workshop provides step-by-step methodology through Strategic Thinking, the establishment of a Strategic Leadership Team, a five-phase program: 1. Strategic Intelligence Gathering and Environmental Analysis, 2. Strategy Formulation, 3. Strategic Master Planning, 4. Strategy Implementation and Reporting, and 5. Strategy Monitoring, Reviewing and Updating. Combined with this fresh view of Strategic Planning and Thinking is a new approach to Strategic Risk Management to determine Demand, Competition and Capability. Learn the key to design strategies for avoiding strategic risk, identify more choices, exploit opportunities, and identify multiple capabilities.

The workshop will include a comprehensive workbook on the methodology and tools, templates, models and graphic descriptions. The manual is used during the course and is then a reference guide when you return to your desk.

At this two-day workshop you will:

- Understand and use a tested methodology that will step you through the creation (strategic thinking) of a Strategic Future, and introduce the necessary Strategic Management and Implementation cycles
- Structure a Strategic Leadership Team to investigate and analyses the environment, the competition, and the organisation's actual capability
- Use Strategic Management to make your Balanced Scorecard a reality rather than and turn your KPIs into real value
- Learn how to write end-state Objectives that are meaningful and provide definitive direction and focus on desired outcomes
- Learn how to link competitive advantage to key capabilities, how to move from driving force to new products and services
- Develop workshop examples based on your own organisation, as well as reviewing and working with local and international case histories that have produced quantifiable results
- Leverage your Strategic Risk Management so that understanding risk leads to more profits

Who Should Attend?

Directors, CEOs, MDs, senior management, and managers who want to improve and enhance their strategic thinking and strategic management systems and who want to successfully link strategy formulation with strategy implementation. The emphasis here is on how to, when to, and why you should. The following areas – and team leaders, managers and senior managers within those areas – will benefit from this workshop.

- Strategic planning/Operations planning
- Corporate performance/Performance reporting
- Performance measurement/improvement
- Financial planning/budgeting
- Strategic analysis
- Project and Project management
- Organisational development/change management
- Policy development/Enterprise development
- Total quality/quality management
- Human resource planning
- Risk Management