



STRATEGIC



DIRECTION



TRAINING ON TARGET

Strategic Thinking Workshop (2 Days)

Purpose

The purpose of the workshop is to give managers a structured approach to developing and implementing business strategies. The programme uses a proven process and introduces tools and techniques to aid the analysis, the creation and the evaluation of alternatives leading to an agreed strategy.

The Need

Many managers reach senior positions without receiving training in how to think strategically. As a result they operate as functional specialists rather than thinking about how the total business should deploy its resources to compete effectively over the longer term. Such managers need a process that helps them analyse the business situation and then decide how, the business copes successfully with market trends and aggressive competition.

Contents

The training will cover:

- ▶ The difference between strategic and operational management
- ▶ The problems of poor strategies
- ▶ The process, and tools, to develop a strategy
- ▶ The important elements of the implementation plan
- ▶ The monitoring of the progress of the strategic implementation

Benefits

After the workshop the participants will be able to:

- ▶ Structure the thinking behind a strategy
- ▶ Use tools to develop a clear analysis of the business position
- ▶ Focus the resources in the most effective manner
- ▶ Explain the approach to other managers
- ▶ The skills to give a clearer focus and direction to plans
- ▶ Understand the barriers and risks inherent to the implementation

Participants

The workshops are designed for managers and specialists who:

- ▶ are responsible for developing business strategy *at corporate level*
- ▶ need to develop a strategy *at a functional level* to support a corporate strategy
- ▶ who are charged with *implementing* a strategy

Duration and Format

The programme lasts two days, and utilises discussions on strategy issues, practise on a case study and application of the process to the client's business situation.