

COURSE TITLE:

STRATEGIC THINKING & INNOVATION

Course Description

Strategic thinking and innovation are now essential elements of an effective leader's work. To maintain their organization's competitive edge, leaders at all levels of an organization need to evaluate and prioritise work, according to strategic goals. A successful strategic process engages everyone in the ongoing strategy of an organization, rather than just leaving it to individuals.

This course includes a series of participative activities to help participants enhance the long-term success of their organization. By the end of the course, they will have acquired the thought processes, frameworks, and analysis tools, needed to engage others in the strategic thinking and planning process. They will also have identified appropriate strategic planning methods relevant to their organizational needs. They will be prepared to lead the broader strategic processes required to outperform their competitors, and reshape their organization for a successful long-term future.

Course Objectives

At the end of the course, participants will be able to:

- To develop skills in evaluating opportunities and threats in your competitive environment
- To enhance the skills of diagnosing and managing the strengths and weaknesses within your organization
- To be able to assess current strategies within your organization and select the best model for you
- To learn creative thinking techniques that develop new ideas
- To explore new strategies and provide different options
- To be able to adapt, and adopt, the tools of the strategic process, to different situations
- To understand the importance of analysing thoroughly before final planning
- To learn how to effectively lead and communicate a strategic planning effort
- To identify ways to motivate your staff to efficiently and effectively implement a strategic plan
- To analyse real-life examples of strategic plans to identify best practice and areas to avoid
- To use design thinking process to develop new business ideas

Course Content

Module 1: Strategy, Strategic Thinking and Strategy Planning

- Define 'Strategy'
- What is Strategic Thinking?
- What Is 'Strategy Planning'?
- Which Strategic Planning Tool Is Right For You?
- Examples Of Strategic Models
- Examine Your Needs And Expectations
- The Differences Between Strategic Planning And Tactical Planning
- Strategic Thinking And Planning: The Helicopter View
- Assessing Your Organization's Strategic Process

Module 2: The Strategic Planning Process

- Three Common Stages
- Strategic Analysis
- Strategic Planning
- Strategic Implementation
- The Strategic Planning Pyramid
- Creating A Strategic Process
- Strategic Teams
- Strategic Timelines
- Creating A Strategic Vision

Module 3: Various Models of Strategy Planning

- Seven Stages Of Planning And Implementing Strategy
- Strategic External And Internal Analysis
- The Tools And Techniques For Undertaking
- External Analysis
- PESTLE Analysis
- Case Study: PESTLE Analysis
- Porter's Five Competitive Forces
- Competitive Advantage / Unique Selling Points (USPs)
- The Extended Boston Consulting Growth Share Matrix

Module 4: The Tools and Techniques

- The Tools And Techniques For Carrying Out Internal Analysis
- SWOT Analysis
- Gap Analysis
- The Balanced Scorecard (BSC)
- SWOT Combined With Balanced Scorecard
- Case Study: SWOT Analysis

Module 5: Understanding Strategic Thinking

- The Principles Of Creative Thinking
- Creative Vs Analytical Thinking
- Brainstorming
- Improving Creative Thinking

Module 6: Leadership in Strategic Thinking

- Motivating Employees To Accept, And 'Buy-Into', A New Strategy
- The Importance Of Leadership During The Strategic Planning Process
- How To Break Down The Strategic Plan Into Tactical And Operational Goals
- Implementing The Strategic Plan
- Why Organizations Fail To Implement Strategy Effectively
- Tips To Execute The Strategic Plan
- Monitoring The Strategic Plan Implementation
- Problem Analysis Tools To Examine Implementation
- Strategic Plan Reviews
- Examples Of Other Analysis Tools For A Variety Of Scenarios

Module 7: Innovation and Design Thinking

- What is innovation
- What is Design Thinking
- Why Design Thinking
- Strategy of Innovation
- Design Thinking Process
- Design Thinking Application