

Strategic Thinking – Module 07

Strategic thinking is a strong and invaluable skill to increase your chances of success. Starting from a strong theoretical framework encompassing renowned international views on strategic thinking, you will learn to analyse and reflect on the past, present of organizations, and develop a compelling and strong vision for the future.

During this course, you will learn how to assess and improve mission and value statements. You will get a clear view of the current business idea and its strategic strengths and weaknesses. Next, you will conduct an external analysis by use of different models to complete the final picture of the starting position. You will now have set the stage for creating a new successful future.

In addition, you will focus on scenario planning, identification of uncertainties and scenario dimensions. You will learn how to develop different scenarios and catch their essence in inspiring mood boards. From there you will sort and assess the ideas and develop a compelling vision for the future.

Course content

- ✓ Reading assignment on strategic thinking. Reflect on your own organization using these models and describe your observations and conclusions
- ✓ Define a strategic question for your organization. Gather all the information you will need to address this issue (based on reading assignment)
- ✓ In consultation with your manager, identify 2-3 development goals relating to your strategic thinking skills
- ✓ Schools of thinking: theoretical framework of schools and models relating to strategic thinking
- ✓ The past of the organization
- ✓ The present: mission and values
- ✓ The business idea
- ✓ External analysis
- ✓ The future: scenario planning and the strategic question
- ✓ Improve your strategic question with the information you have received during the day
- ✓ Scenario planning: identification of uncertainties, driving forces, planning and dimensions
- ✓ Building scenarios: develop scenarios and options
- ✓ Developing a compelling and robust vision for the future using creative techniques
- ✓ The roadmap: back casting on visions and planning for success

Assignments

Participants draw up a plan for a strategy project including the organization of a task group.

Participants arrange feedback on their plan from their colleagues.

Participants share their ideas about their approach to the strategic question with their manager.

Results

- ✓ analyse and reflect on the strategy of your organization from a strong theoretical framework
- ✓ use the correct terminology in a strategic conversation
- ✓ assess and improve mission and value statements
- ✓ assess the current situation, vision and strategic options of your organization
- ✓ describe the business idea for your organization
- ✓ develop scenario's for the future
- ✓ develop a compelling and robust vision
- ✓ understand the process of planning and executing the roadmap