

COURSE OUTLINE

Strategic Thinking

Who is it for?

A course for managers who want to develop their Strategic Thinking Skills in order to influence the direction of their business as well as deliver to their full potential.

What is it about?

The course focuses on the strategic thinking tools required to plot the forward course needed to maximise the potential of the business.

What will it cover?

- Thinking strategically “the view from the bridge”
- Strategy – the basics
- Definitions and types of strategy
- The five step strategic planning model
- Where are we now? – SWOT & PESTLE analysis
- Where do we want to get to? – defining success & the role of the mission & vision
- What have we got to be good at to get there
- Creating an identity & values
- Translating into SMART objectives
- Strategy & leadership
- Translation into commercial plans
- Forecasting & budgeting – the financial implications
- Project accounting – discounted cash flows
- Risk analysis
- Review
- Strategic business planning
- Improving margins through delivering value
- Short term action planning
- Long term vision setting

What will I learn?

- A practical definition of strategy
- Analysis tools to examine the current environment and capabilities
- Steps to devise a mission and vision statement
- Recognition of the skills and resources needed to achieve the vision
- Generation of appropriate strategic and tactical commercial objectives

Duration
1 day