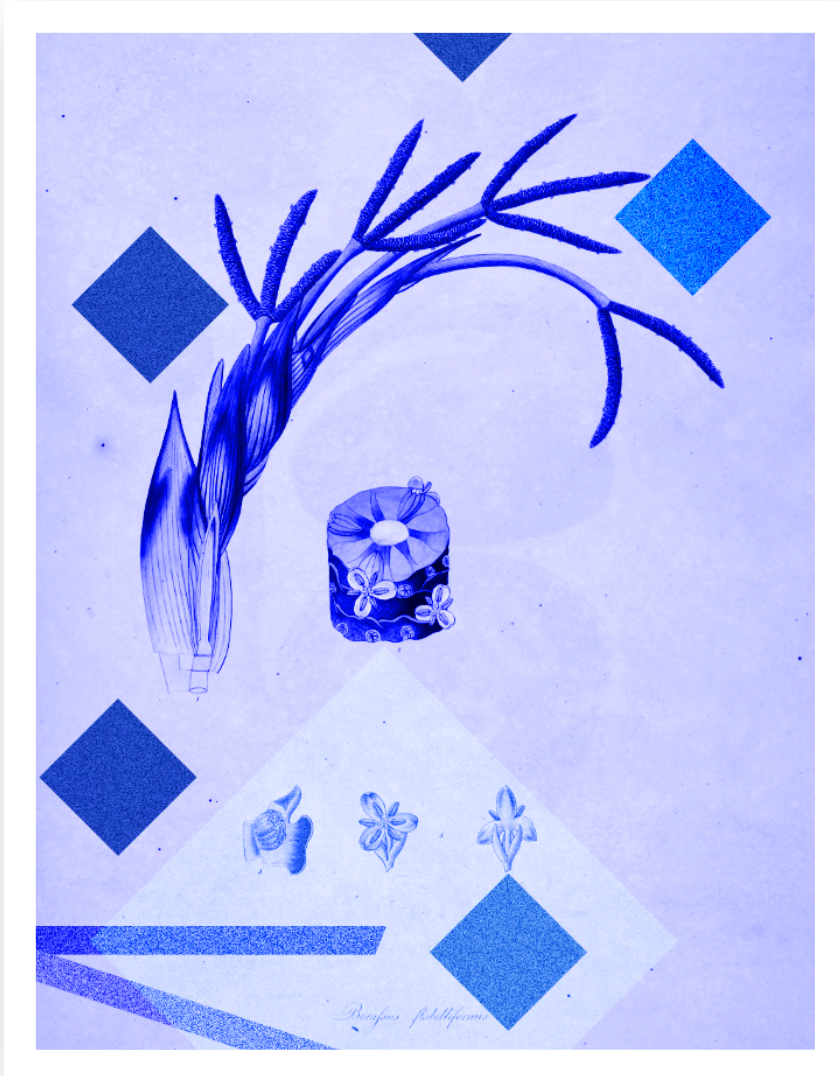


2020 readiness toolkit



Strategic Thinking

Online program

Designed as a series of online workshops, the program is aimed at managers who need to develop their strategic thinking, extend their strategic thinking toolbox and improve their strategy implementation techniques.

Objectives

- Understand the critical differences between strategic, tactical, and operational thinking
- Understand and apply strategic thinking tools in day-to-day professional life
- Build strategies at personal and professional level
- Approach actions from a strategic viewpoint
- Translate and cascade company strategies into department or team strategy

Agenda

Module 1 – The Bigger Picture

- What is strategy and how does it unfold in the long term? (Michael Porter's definition of strategy)
- My role – within the team and within the organisation (practical exercise & facilitated discussion)
- Zoom out – Organisational Scope & vision (an overview of what is vision and why we are here)

- Vision – how do we define it and how others do it (defining vision for the teams and discussing best practices – e.g. Microsoft versus Apple, Starbucks, trends in your market / industry and how you anticipate and integrate them)
- Reading the environment of today and anticipating the environment of tomorrow
- How do you sell it if you do not agree to it? (Common pitfalls: what if you do not have a say in the vision or strategy? How do you sell it even if you do not understand/ agree to it – 2-way street)
- From strategy to tactics and to operations

Module 2 – Strategic Thinking for Better Decisions

- What do you need to achieve – FOCUS on the final purpose
- How to weigh risks versus potential benefits
- How to make choices – establish priorities
- Integrating adaptability and flexibility into your decisions
- What do you need to consider for best decision making
- Strategic thinking pitfalls: past strategic biases, corporate biases
- Connect the dots
- Get everyone on board

Module 3 – The Tool Set of the Strategic Thinker

- The Strategic Map

- 5 Forces
- As Is – To Be Gap
- PEST(EL) analysis
- Start / Stop / Continue

Logistic details

Duration: **6-hour workshop, split in 2-hour sessions** (the first two sessions take place on consecutive days, the third is a follow up, one after.)

Number of participants: **6-12**

Technology:

- Zoom – easy to use, interactive, visual; breaking rooms for group work, chat
- Mentimeter – for brainstorming and polling
- Facebook closed group – for follow-up



Do you have questions about us?
Looking for solutions for your organization?

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