

Strategic Thinking ©

Tools to make better strategic choices, connect long-term direction with operational reality and think beyond immediate pressure.



Have you ever been expected to contribute to “the strategy”, but the real challenge was not creating more plans — it was making sharper choices under uncertainty? Choosing where to focus, what to stop doing, which assumptions to trust, and how to align people when every option comes with trade-offs.

Strategic Thinking©© helps managers move beyond reactive planning and broad business language. The course gives them a structured way to frame strategic challenges, generate and compare options, test critical assumptions and translate strategic direction into clearer choices, priorities and action.

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• Who is it for?

- Managers and team leaders
- Professionals involved in strategic projects or business planning
- Teams working on growth, transformation, innovation or performance improvement
- Anyone who needs to think beyond immediate execution and contribute more clearly to strategic conversations

• What will you learn?

How to...

- define long-term success in a clear and practical way
- use strategy as a set of choices, not a list of ambitions
- use strategic thinking in business decisions, using a pragmatic and versatile process
- connect strategic direction with operational priorities and stakeholder communication

• What to expect?

- A practical framework for thinking strategically and making better business choices
- Concrete tools such as the Strategy Cascade, strategic choice framing and assumption testing
- Practice based on relevant business challenges in generating, evaluating and refining strategic options
- A clearer way to communicate strategic direction to stakeholders without turning it into corporate fog

• How is it delivered?

FORMAT

In-class or online

DURATION

2 days / 12 hours

COHORT

Groups of up to 12 participants