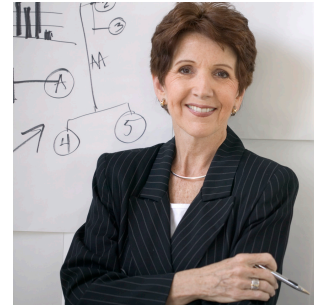


STRATEGIC THINKING

Stimulating insights and
applying imagination to drive
organizational alignment



SEMINAR OUTLINE

What is strategic thinking?

- Origin of strategic planning
- What is a strategy
- What a strategy is not
- Purpose of strategic thinking

Why have a strategy?

- Strategy drives behaviour
- Focus time, energy and resources to achieve better results

Parts of a strategy

- Vision and Mission
- Core values
- SWOT analysis
- Analyze competitive landscape using strategy canvas
- Define strategic value proposition

Balanced Scorecard as a strategic thinking and planning tool

- Strategic themes as pillars of excellence
- Select targeted themes
- Define strategic results

Creating a Strategy Map

- Why you need a map
- 4 perspectives
 - Financial
 - Customer
 - Internal Process
 - Learning & Growth
- Create strategic objectives for the perspectives
 - Brainstorm ideas for Workout session

WORKOUT OUTLINE

Discuss Strategy Map results

- Review themes and results from Seminar session
- Review strategic objectives suggestions

Add measures and targets

- Define appropriate measures for objectives
- Draft potential targets

Communicate Strategy Map

- Practice articulating strategy map both top-down and bottom-up
- Create a communication plan outlining team, department and organization-wide messaging

SCHEDULE

Seminar 9:00-11:45am

*Lunch 12:00-1:00pm

Workout 1:00-4:00pm

*Working lunch