

# Strategic Business Thinking

**Aim** To enable participants to understand and affect their business at a strategic level

**Objectives** By the end of this workshop, participants will be able to:

1. Explain what it means to think and operate at a strategic level
2. Describe why strategic thinking is often referred to as an art and a science
3. Name the five key tools for conducting a Strategic Analysis
4. Explain how the potential barriers to strategic thinking can be overcome
5. Describe how they can use critical thinking and critical reflection
6. Produce a personal action plan based on the insights they have gained

## Format

This workshop blends concepts and practical exercises to create a memorable experience

## Overview

- An exploration of the origin and value of strategic Leadership and Strategic Management
- How to utilise all five levels of cognitive functioning
- The four-stage model for gaining deeper business insights
- The differences between Strategic Planning and Strategic Thinking
- How to blend analytical and creative approaches to strategic decisions
- The interdependent relationship between creativity and innovation
- How to work with ambiguity and think outside the box
- Understanding the environment and scenario planning
- How to create a sustainable competitive advantage
- Participants will complete their personal action plans

