

STRATEGIC VISIONING & PLANNING: CREATION, COMMUNICATION & IMPLEMENTATION



- Acquire a holistic view of your organization and a framework for analysis and implementation of strategies
- Understand the nature of dynamic complexity, feedback, non-linearities and delays and how they impact performance
- Link and strengthen your organization's strategic objectives with performance measures
- Design and experiment with different strategic initiatives and assess the impact of your strategies under various scenarios
- Identify and link strategic resources to performance drivers and performance indicator in a causal feedback structure

Learning Objectives

- Design and articulate strategic vision & mission
- Develop expertise in strategic thinking & planning
- Proactively plan for the future and enhance leadership skills
- Develop skills to translate strategy into action
- Understand how to use systems thinking and dynamic simulation to solve strategic and operational problems
- Learn focused problem identification, solution creation, and use of dynamic simulation to solve today's complex business issues

IMAGINE | CREATE | IMPLEMENT
PROACTIVELY MANAGE THE FUTURE OF YOUR BUSINESS



Program Benefits for Your Organization

- Systemic understanding of designing and implementing business strategy
- Clear insight into cost/benefit centers and their drivers
- Power to translate your organization's strategy and policies into practical actions
- Thorough understanding of the impact of decisions and actions on the bottom line
- Enhanced ability to respond to changes
- More effective and faster collaborative decision making
- Increased individual and team efficacy
- Enhanced ability to think systemically, communicate effectively and execute collectively
- Increased support for existing strategies as well as new strategic initiatives

Who Should Attend

- Private and public sector managers responsible for strategic planning and decision-making
- Executives and Managers responsible for resource allocation & budgeting in marketing, operations, finance, human resources and IT

Program Features

- Accelerated learning through lectures, hands-on simulation and in-class activities
- An opportunity for participants to play roles different from their real functional roles within their organizations
- An environment for experimenting with new behaviors discussed in the skill building modules, and for getting coaching and feedback on those behaviors
- Post-workshop follow-up process to reinforce learning

Program Modules and Focus

- **Strategic visioning & planning tools**
 - Thinking & planning tools for decision making
 - Dynamic & Structural thinking
 - Conceptual modeling & dynamic simulation
 - Options Matrix, Strategy Maps, Balanced Scorecards
- **Overview of Team development and coaching**
 - Human interaction tools
 - Language
 - Mood, Trust, Motivation
 - Teamwork & Team Efficacy
- **Simulation exercises**
 - Hands-on, competitive & collaborative exercises to understand how a business operates
 - Role playing to manage a simulated company; examine the impact of decisions on the following:
 - Customers, Employees, Shareholders, and Competitors
 - Financial performance at the enterprise level
 - Down-line impact of investment decisions including "soft" investments such as training impacts on productivity and retention
 - The impact of short term decisions on long term health and value of the company

