

Strategic Thinking

Putting the big picture into focus

3gHR's Strategic Thinking programme enables Senior Managers to interpret and create strategy based on an awareness of what makes a great business value proposition.

This one day programme is designed for Senior Managers who are involved in setting strategy or are working on strategic initiatives.

Mission and vision statements are elements of strategy, but they aren't enough. They offer no guide to productive action and no explicit road map to the desired future.

Strategy should include choices about what businesses to be in and not to be in; and needs to focus on sustainable competitive advantage and the building blocks of value creation.

The workshop reviews the common mistakes companies make when talking about "strategy", and through a practical exploration of strategic tools and models the programme provides opportunities for participants to develop their own strategic plan.

Participants will identify ways they can create differentiation in their business and using case studies gain an understanding how organisations look to create and capture "value" to define their unique value proposition – and make money.

The Learning Outcomes

- Appreciate the value of a clear strategy
- Know what a good strategy looks like
- Communicate the strategic direction of their company
- Be more conscious of the thinking patterns which can limit strategy setting
- Understand and apply strategic models and tools
- Implement strategic thinking in their own organisation
- Ask questions and challenge assumptions
- Take a long term view and look beyond the immediate situation
- Recognise the importance of future trends and consequences

