



Certificate in Strategic Thinking

Managing Uncertainty and Anticipating the Unexpected

► Upcoming Sessions

20-24 May 2024	New York - USA	\$6,950
22-26 Jul 2024	London - UK	\$5,950
14-18 Oct 2024	London - UK	\$5,950
16-20 Dec 2024	London - UK	\$5,950
07-11 Apr 2025	London - UK	\$5,950

► Training Details

Training Course Overview

Do you struggle to spend the time you want to on strategic management for because of the pace of change and pressure to 'get the job done'? Many managers today say they know that taking time out to think and plan strategically is really important but don't know how to develop strategy in the face of constant external change and the rise of new working methods such as agile. Successful managers who progress to become leaders in their field are able to balance time spent working IN the organization with time working ON it.

This highly practical Anderson training course will enable you to look ahead and think strategically about the challenges and opportunities ahead. The future is unknown, but that makes planning even more necessary. By combining powerful analysis methods with proven thinking tools, you can help your organization to get better at dealing with today's world of volatility, uncertainty, complexity and ambiguity.

Training Course Objectives

By attending this Anderson training course, delegates will be able to:

- Describe the business model that is the foundation for strategy
- Use critical and creative thinking to improve your strategy
- Effectively analyse the external change affecting your organisation
- Identify your competences and capabilities and check for strategic fit
- Communicate with stakeholders to gain their commitment and support
- Develop appropriate and effective alliances and partnerships to help deliver your strategy

Designed For

This Anderson training course is suitable to a wide range of professionals but will greatly benefit:

- General Managers
- Team leaders, Section Heads and Managers
- Operational Managers
- Project, Purchasing, and Finance Managers

- ▶ Technical Professionals
- ▶ Non-executives

▶ Training Details

Day 1: Strategy, Planning and Thinking in Perspective

- ▶ Strategic thinking and planning
- ▶ Operational effectiveness and strategic positioning
- ▶ Understand your business model
- ▶ Strategic analysis of your industry and environment
- ▶ Operational strategic frameworks
- ▶ The process a strategic planning

Day 2: Creativity and Innovation and Critical Thinking in Strategic Management

- ▶ Brainstorming tools for planning
- ▶ Understanding and engaging stakeholders
- ▶ Analysing your business position
- ▶ Applying strategic thinking tools
- ▶ Assessing risk and avoiding pitfalls
- ▶ Corporate culture and attitudes to failure

Day 3: The Process of Planning your Strategy

- ▶ Vision, mission and values form key elements of strategy
- ▶ Checking strategic alignment
- ▶ Planning models for success
- ▶ Considerations for managers to ensure implementation
- ▶ Composing a comprehensive plan
- ▶ Determining how the success of your plan will be measured

Day 4: Successful Communication to Ensure the Plan is Implemented

- ▶ Communicate your plan to achieve your goals
- ▶ Persuade and influence keep follower
- ▶ Visualise your strategic plan graphically
- ▶ Key performance indicators and cascading your objective
- ▶ Communicating and ensuring buy-in
- ▶ Encouraging feedback channels and revising your plan

Day 5: Strategy Execution and Implementation

- ▶ Moving your organisation forward
- ▶ Applying balanced scorecard to measure impact
- ▶ Dealing with resistance barriers
- ▶ Measuring and improving performance
- ▶ Leading teams for successful strategy implementation
- ▶ Reflecting on learning and developing a personal plan

▶ The Certificate

Anderson Certificate of Completion will be provided to delegates who attend and complete the course.

For more information about this course, call or email us at:

Call us: +971 4 365 8363

Email: info@anderson.ae

Request for a Tailor-made training and educational experience for your organization now:

Email: inhouse@anderson.ae

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