

Strategy is the process of making decisions about what you want to achieve, and how you are going to achieve it. Thinking strategically enables any organisation to:

- Have a better understanding of the present – and the past.
- Understand complexity and uncertainty.
- Manage risks.
- Understand future direction.

This course provides one of a series of productive, stimulating and empowering experiences for delegates who attend.

Your Workshop Leader: Tony Bray

Author of 'A manager's first 100 days' published by CIPD

LEARNING OUTCOMES

By the end of this course, participants will:

- Feel more confident to take a strategic view of the future
- Know how to engage staff at all levels in achieving the corporate objectives.
- Be able to manage all the resources at their command more effectively.
- Release their natural creative flair to find unusual solutions to familiar problems.

KEY TOPICS

- Strategic planning
- Cascading corporate goals and objectives
- Resource Management
- Creative thinking
- Personal action planning

LEARNING METHODS

This one-day workshop has a rich mixture of tutor presentations, practical exercises and small group discussions. It is intended as a foundation course for the workshops which follow, but can nevertheless be enjoyed as a stand-alone course.

Outline Programme

Welcome and Introductions

Strategic Planning

- What is strategic thinking? – SWOT the PEST
- Four key questions you need to answer
- Steps and skills involved in strategic thinking

Cascading corporate goals and objectives

- Setting objectives and strategies, policies and procedures to achieve corporate goals
- Allocating tasks to teams, and empowering those responsible for a task to find their own way of achieving their objective
- Developing relevant, timely performance measures

Resource management

- Taking positive control of all the available resources – money, machines, processes, people, time, intellectual property etc.
- Coordinating – ensuring a common approach by groups to meet the objectives of the organisation
- Controlling the performance of individuals and teams, and correcting as necessary

Creative thinking

- The role of creativity and innovation at work
- The key stages of creative thinking
- A chance to experiment using rational, intuitive and creative approaches and techniques.

Personal action planning

WHO SHOULD ATTEND

Managers or team leaders who are moving to more challenging roles, or decision makers tasked with the strategic orientation of their department or organisation as a whole.



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