

Strategic Thinking Syllabus

Module

Takeaways

1

Foundation

This session introduces the "Why," Mission, Vision, and Values framework as the foundation for strategic direction, emphasizing how these interconnected elements guide an organization's purpose, actions, and aspirations, illustrated through a practical restaurant example..

2

Internal Assessment

This session provides a comprehensive understanding of a company's internal landscape, emphasizing the identification and analysis of key components like resources, capabilities, core competencies, and competitive advantages. Participants engage in group exercises to identify these elements, understand their interconnectedness, and explore how they contribute to the company's strategic position. The session also covers the importance of the company's "Why" in shaping values, behaviors, and norms, and discusses the identification of potential weaknesses and their prioritization in the context of the external environment.

3

External Assessment

The External Assessment module is a four-part series designed to equip participants with a comprehensive understanding of the external factors that can impact an organization's strategic direction. It begins with an analysis of the macro-environment using the PESTLE framework, followed by an examination of the industry-specific dynamics through Porter's Five Forces. Participants then learn to develop strategic scenarios based on these analyses, and finally, formulate concrete actions to capitalize on opportunities and mitigate threats.

4

Combining Strategies

The Combined Analysis & Strategic Direction module consolidates previous lessons, emphasizing the synthesis of internal and external analyses for strategic planning. Participants will use SWOT to bridge internal strengths and weaknesses with external opportunities and threats, refine their company's 'Why', and utilize the TOWS matrix to formulate strategic actions. The module aims to transition students from analysis to strategic thinking, employing tools like StratifyPro for AI-assisted planning, and prepares them for the subsequent 'PLAN' phase focusing on detailed strategic planning and execution.