

## Training Workshop – Module Overview

Innesskirk's innovative "Strategic Thinking and Planning – Identifying Strategy" provides managers with an excellent overview to make strategic thinking part of their management traits to guide the company and its people to better performance, as well as a common vision and mission. Building strategy into a standard practice ensures that the organization is confirmed that all departments and members understand and collaboratively strive toward the long-term objective.

This workshop's focus is on evaluating and identifying the strategy most effective for specific situations. It combines both the overall vision and methods to effectively identify and plan a strategy through measurable departmental targets, standards and processes to prevent a lack of connection between the corporate strategy and its effective implementation.

Tutorial sessions, case studies, practical exercises, presentations and syndicate work make this a proactive, hands-on course.

## Workshop Objectives – Delegates Will Be Able To...

- Understand the value of Vision and Mission
- Incorporate strategic thinking as part of the business processes
- Identify appropriate departmental strategies based on overall company strategy and value chain analysis
- Create a plan for strategic alignment by all departments and members of the organization
- Appreciate common strategic analysis methods and thinking frameworks

## Post Workshop – IMPACT™ Program

**IMPACT™ Project** – Delegates identify a work related project during the last hour of the training that will be used as a measurable indicator of successful application and implementation of the training content.

**IMPACT™ Coaching** – The delegates participate in custom-designed coaching sessions to facilitate the completion of their **IMPACT™ Project**. Delegates document the project's life cycle and all related issues in the provided coaching booklet.

## Workshop Agenda – Day One

### WELCOME

### Introduction And Course Objectives

Agenda begins with the introduction of course objectives, materials, methodology and pedagogy. Instructor will include the introduction of delegates through icebreaker activity.

### Company Strategy Overview

Discussions include thought-provoking questions such as: What is company strategy? Does the company need strategy? What are the values of company vision and mission statements? Why is it imperative to develop and evaluate strategy as part of the normal business process? What are the pitfalls and common mistakes of strategic initiatives? Considerations include examples of company strategy: the good, the bad and the ugly.

### Strategic Analysis Methods

Instructor works with delegates to gain an understanding of different models, looking toward the long-term strategy. The discussions include: analyzing internal capabilities; external opportunities; and understanding impact of making choices. Strategies reviewed include: Porters Forces, Generic Strategies, Boston Matrix, Growth Matrix, SWOT, PESTLE, Scenario-Planning, Blue Ocean Strategy, and McKinsey 7S model. The goal of any strategy: creating a sustainable competitive advantage.

### LUNCH

### Strategic Analysis Methods - Continued

Morning's discussion continues.

### Strategic Alignment And Departmental Strategy

Communicating strategy, aligning procedures and processes, creating departmental implementation plans. Obtaining buy-in, developing a plan

### CLOSING

Review the main points of interest of the day, identify possible work-projects and preview day two.



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## Workshop Agenda – Day Two

### WELCOME

#### Implementing Strategy

The morning session begins with the missing link, planning and developing strategy maps to link strategic goals and operational measurements; the balanced scorecard as part of measuring strategy implementation efforts; the value of employee involvement in developing objective measurable milestones; linking scorecards to common business motivational tools like informal feedback, appraisals, rewards, career and personal growth.

#### Making Strategy An Operational Management Issue

Planning involves developing common strategic initiatives and activities to keep people involved; the value of constant communication; the value of creativity; and development of a positive achievement-based company culture.

### LUNCH

#### Understanding Essential Strategy Planning Elements

The essential elements in any strategic project - Project planning, change management and sponsorship and leadership.

#### Identification Of IMPACT™ Project

Delegates are assigned to groups and asked to identify a project which will require the use of the new knowledge and information received during the workshop. This will allow the delegates to transfer the new knowledge into skills and effective work habits.

### CLOSING

Review the main points of interest for the course, deliver course administration such as: evaluation, action plan and deliver delegate certificates.

## Do You Have Specific Requirements?

#### Tailoring For In-Company Delivery

Innesskirk is able to customize this workshop as a one, two or three day event. We can also adapt the content to meet your specific training objectives.

For more information about our In-Company specialized workshop services, give us a call on +971 4 304 2589 or email us on [training@innesskirk.com](mailto:training@innesskirk.com) to discuss your specific requirements further.



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