

# Core Skills Programme Strategic Thinking

## Course Outline

### Introduction

This workshop will focus on developing the competences/behaviours required to identify and solve problems and formulate winning solutions and strategy. It draws on a number strategic and problem-solving models used in a business context while also drawing attention to the psychological aspects of problem-solving, both individually and as within groups.

The workshop is for sales professionals to learn a behavioural approach to strategy formation by solving a critical problem that is current for Company ABC. The workshop will also include a balance of tutor presentation and participation from the delegates.

The course is run over 2 days for 6-8 people

### Objectives

The purpose of this workshop is to enable participants to become more strategically effective in dynamic, complex business environments by:

- Building a comprehensive understanding of the competences that are critical for superior strategy formation, problem solving, thinking and planning in such environments.
- Understanding the psychological dimensions behind strategic planning and problem-solving
- Learning through coaching, practice and feedback, how to carry out analysis for strategy formation.

### Output of Programme

The delegates will develop a solution using the models presented within the programme to a strategic challenge that has been identified by senior management.

### Course Content/ Learning Components

- What is strategy?
- What are the competences in strategic thinking?
- Subjective versus Objective information
- Role of information in Problem definition
- Heuristics and biases – the psychology of how we process information
- Systems and cultural level interventions in problem-solving
- Models for capturing and representing information
- What is a concept and why are they important to strategic thinking?
- What is creative thinking?
  - Analytical and creative thinking
  - Convergent and Divergent thinking
- Creative thinking techniques
- What is Solution Analysis?
- Models for analysing options

### Duration

This is a 2-day course