Strategic Thinking
MAKING THE COMPLEX SIMPLE AND THE SIMPLE COMPELLING

COURSE OVERVIEW
In a complex business world of change and uncertainty leaders with strategic acumen are needed - now more than ever - to develop and coordinate a future direction for sustainable growth and profitability.

This Strategic Thinking course will build and sharpen your strategic thinking mindset and muscle. The course workshops the entire strategy process with practical tools and frameworks to strengthen your communication and decision-making skills.

We will focus on models and tools that help you think in new ways about the strategic challenges and opportunities you face. You’ll learn about approaches to strategy analysis and development, the importance of fit and alignment, as well as how to match organisational strengths to opportunities in the marketplace.

Following this intensely practical course, you will come away with the mindset and skillset you need to enhance your strategy practice.

COURSE INFORMATION

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<th>MODE</th>
<th>Face to Face</th>
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<td>DURATION</td>
<td>2 days</td>
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| LOCATION | Sydney city campus  
Level 24, 123 Pitt Street, Sydney NSW 2000 |

WHO SHOULD ATTEND?
- Business leaders who have responsibility for setting strategy in their organisation, business unit or team.
- Functional leaders transitioning to general management and senior leadership.
- Managers and professionals who are responsible for shaping and developing business strategies.
- Individuals from emerging and fast-growing organisations, as well as larger global organisations, with an interest in strategy.
- Members of strategy teams.

TO ENROL
Corporate and Professional Education  
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E: professional.education@business.mq.edu.au  
/mqbs-shortcourses
COURSE OBJECTIVES & OUTCOMES

The course will equip you with the strategic thinking mindset, skills and tools to create and communicate a sustainable future of growth and profitability for your organisation. We will address the following objectives and outcomes.

1. Describe and analyse the macro drivers impacting my industry and organisation (outside-in thinking).
2. Evaluate my organisation’s strategic capability and match capability to the opportunities in our marketplace.
3. Contribute to developing and implementing an optimal competitive strategy for growth and profitability.
4. Connect strategy to operations.
5. Assess implementation barriers facing our organisation.
6. Align people, systems, and processes with strategy.
7. Develop a tailored plan to implement strategy.
8. Understand what is expected of me as a leader to successfully implement and performance manage a strategy.

WHAT YOU WILL LEARN

SESSION 1  INTRODUCTION
- Orientation
- Building your strategic thinking mindset
- Developing your leadership purpose.

SESSION 2  OUTSIDE-IN THINKING
- Macro drivers of change
- Industry dynamics
- Strategy canvas and blue ocean
- Opportunity identification.

SESSION 3  STRATEGIC CAPABILITY
- Capability analysis: the VRIO model
- Managing the strategy and culture relationship: The cultural web tool
- Innovating product and service delivery.

SESSION 4  STRATEGIC DIRECTION
- Competitive strategy
- Strategy evaluation: the Rumelt model
- Strategy implementation.

SESSION 5  STRATEGY PRESENTATIONS

COURSE FACILITATOR
ASSOCIATE PROFESSOR STEVE JAYNES

Steve Jaynes is an Associate Professor of Strategy in the Department of Management, and the MBA Director at Macquarie University. He has over 20 years’ experience in research, teaching, executive development and consulting in the fields of business strategy, leadership, culture and change. He was previously the MBA Director and Deputy Director at Deakin University, and an Associate at the Melbourne Business School. Steve has published his research in the areas of organisational discourse, strategic change, leadership, and organisational culture. He completed his PhD at The University of Melbourne in 2007.

Steve has designed and delivered a wide range of business strategy and leadership programs for private and public sector organisations in Australia and the Asia Pacific. Clients include the ANZ bank, Australian Unity, Australian Pharmaceutical Industries Ltd., BlueScope Steel, AIS, PFD Foods, AKEPT (Malaysian Higher Education sector), and a range of SME’s in South Australia and Tasmania (Better Business Program).

HOW YOU WILL LEARN

FACE TO FACE

Set in an interactive classroom environment, you will participate in discussion, sharing first hand experiences while gaining coaching from our expert facilitators.

Designed for experiential learning, our face to face courses provide the opportunity for you to collaborate and network with peers at our North Ryde and Sydney City Campuses.

“I just wanted to thank you for your facilitation of the Strategic Thinking course. I really enjoyed the way you took us through the content and shared your insights. It has really assisted me in providing clarity around some of my own thinking, but also given me tools for the future which I really appreciate.”

Shelley Hymas
Director
Phoenix Insurance Brokers Pty Ltd