Strategic Thinking
DEVELOP YOUR STRATEGY SKILLS TO DRIVE BUSINESS GROWTH

COURSE OVERVIEW
In an increasingly dynamic world, leaders need to develop breakthrough strategies to renew and create sources of competitive advantage.

The Strategic Thinking course explores the entire strategy process, giving you practical and well-tested tools and frameworks to create and communicate a sustainable future for your organisation.

We will focus on frameworks 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 trade-offs, fit and alignment as well as how to take advantage of growth opportunities.

Following this intensely practical course, you will come away with the skills you need to enhance your strategic thinking.

COURSE INFORMATION

DURATION
2 days

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 into general management
• 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

COURSE FACILITATOR
ANDREW MIKHAIL

A strategy and leadership adviser and facilitator who has spent the last decade working with blue-chip organisations, Andrew has the ability to effectively turn academic theory into practical and applicable business strategies.

At Macquarie Business School, Andrew teaches Master of Business Administration courses on strategy and organisational behaviour. He also teaches on several open enrolment and customised executive education courses focusing on strategy and leadership. Prior to joining academia, he spent time in both financial services and telecommunications, evolving a best-in-class foundation in B2B marketing into a series of high-profile corporate strategy and sales leadership roles with critical turnaround agendas.

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COURSE OBJECTIVES
The course will equip you with the tools and frameworks to create and communicate a sustainable future for your organisation by answering questions such as:

• How can I develop a strategic mindset that changes the way I think about business?
• Which strategic tools and techniques are available and when should I use them?
• How can I develop a compelling vision to drive the organisation forward?
• How can I build commitment within the organisation towards a particular strategy?
• Which industries, markets and segments should I enter or exit?
• How can I assess obstacles facing our organisation?
• Which advantages should I develop or build on in light of the external environment and our organisation’s capabilities?
• How can I align my people and business systems behind our strategy?
• How do I develop a customised plan to implement our strategic objectives?
• What is expected of me as a leader to successfully implement a strategic plan?

COURSE OUTCOMES
• Implement a range of strategy tools and frameworks to improve strategic thinking
• Understand the drivers that create and sustain competitive advantage
• Identify the key capabilities and skills needed to deliver strategic objectives
• Use analytical tools to identify and evaluate a business’s strategy and position in the industry
• Design strategies to deliver on growth objectives
• Apply practical tools to execute strategy

COURSE TIMETABLE

| DAY 1 | The context of strategy and strategic thinking |
|       | The importance of alignment, choice and fit |
|       | Creating a guiding vision and mission |
|       | Industry and competitor analysis |
|       | Strategies for growth |
|       | Entering a new industry |

| DAY 2 | Building and leveraging competitive advantage |
|       | Business model innovation |
|       | Managing, assessing and developing resources |
|       | Aligning goals and objectives to strategy |
|       | Communicating your strategy |
|       | Leading people through change |

Strategy can seem mysterious. It isn’t. It’s making choices about your organisation’s today and tomorrow. Strategic Thinking will equip you with the tools, skills and knowledge to make the right choices.