

## Strategic Thinking Class

In today's highly competitive world, strategy cannot be developed in isolation by a planning group or an executive team. It must be a continual process that is part of the culture and work of the entire organization. This two-day course enables your organization to build strategic skills across a broad range of key employee groups.



Some of the key concepts addressed in the course include:

- **Strategic Momentum:** Information, insight and action are the ready, aim, fire of strategic thinking. This continuous learning process, as illustrated in the figure above, is the organizing theme of the course. Participants learn important issues and practice critical skills in each step of the process.
- **Deliberate and Emergent Strategies:** All organizations need to develop and manage two types of strategy: traditional, deliberate plans and innovative experiments. Participants learn how to think from both perspectives and tie the concepts directly to their own jobs and companies.
- **Intellectual Capital:** Today companies rely on people, processes and relationships for most of their competitive advantage. Participants learn a framework for analyzing and managing these critical strategic resources.
- **Strategic Toolbox:** The field of strategy offers many competing schools of thought and theories. The approach of this course is to develop an understanding of some of the best traditional and cutting edge strategic tools. Participants learn when and how to use tools by applying them in a case study and in exercises focused on their own divisions and/or company.
- **Measurement:** The field of measurement is evolving as companies learn to compensate for the limitations of current accounting systems that were designed for business models dominated by tangible assets. Participants learn the latest thinking on scorecards, dashboards and assessments.

Trek Consulting is an active consulting firm that brings our hand-on experience into the classroom. We developed this course as an important component of our consulting practice—strategy must be linked to the people who will carry it out. Arming your people with strategic thinking skills will increase the effectiveness of your entire organization. For more information, contact Michael Oleksak at 781-729-1008.

