



**Please note that this outline is only intended as a guide and that any event can be customised to suit you.**

*Events are run using a mix of trainer-led sessions, hands-on practice and group discussions.*

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## **Strategic Thinking**

**(1 day)**

*“A business is like a ship – it may be properly run on a day-to-day basis but if the Captain has no idea which course to steer it will never reach its destination.”*

### **Benefits**

In order to secure the future your business needs a strategic vision with clearly defined goals. It also needs staff who are committed to the vision and who know what is needed to achieve these goals.

### **Aim**

To understand the importance of defining a mission, vision and goals in the longer-term management of their business and to evaluate a range of techniques to help their vision become reality.

### **Objectives**

By the end of the training you will be able to...

- Describe the importance of Strategic Thinking to their business
- Define their mission, vision and goals
- Prepare a Business Plan
- Apply a range of techniques for planning & implementing change

### **Content**

- What is Strategic Thinking & how can it help the Organisation?
- Setting your Mission, Vision and Goals
- Summarising your strategic direction in a Business Plan
- Identifying & utilising Driving Forces & Creativity within the business
- Understanding the current marketplace, (including use of the Ansoff Matrix & the Directional Policy Matrix)
- Techniques for exploring your current position, (including using the GE Grid, SWOT and Gap analysis & Porter's Five Forces)
- Implementing your good ideas & managing
- Has it been worthwhile? How to measure the benefits
- Identifying opportunities for application in the workplace