



### Your Needs:

“This outline is a guide to the content of a typical course. In practice, all courses can be customised to meet specific needs and can be run at a time and place to suit you.”

### Accelerated Learning:

“We run our events using an appropriate mix of group discussions, practical exercises and case studies, supported by short tutor-led sessions.”

### What You Get:

“As standard, we provide a full set of reference notes, equipment (for IT training) and ongoing support (in case you have any questions afterwards).”

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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 of attending this course...

In order to secure your plans for the future you will need a Strategic Vision supported by clearly defined goals. You will also need staff who are committed to the vision and know what is needed to achieve it.

The purpose of this course is to show how Strategic Thinking can help you plan for a better future and then turn this into reality.

### Who is it for?

Those who need to set strategy for themselves, their team or their organisation.

### Objectives

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

-  Describe the vital role of Strategic Thinking in business today.
-  Analyse your current position and define your strategic vision and supporting goals, for a better future.
-  Implement the strategic change that will result from the above.

### Content

- ✓ The key role of Strategic Thinking in supporting your business.
- ✓ Defining a Strategic Vision that will inspire and empower.
- ✓ Techniques for exploring your current position (such as the GE Grid, SWOT analysis, Gap analysis and Porter’s Five Forces).
- ✓ Understanding the current marketplace (including use of the Ansoff Matrix and the Directional Policy Matrix).
- ✓ Defining your business goals and summarising your strategic direction in a Business Plan.
- ✓ Identifying and exploiting creativity within your organisation.
- ✓ Implementing your strategy and managing the resulting change.
- ✓ Looking back and assessing the benefits (has it been worth it?)
- ✓ Identifying opportunities for application back in the workplace.