STRATEGIC THINKING WORKSHOP

Learn the Skills Needed to Develop Actionable Strategies

Strategy Generation Company

Good leaders know how to think strategically, but GREAT leaders know how to turn that strategic thought process into an actionable plan.
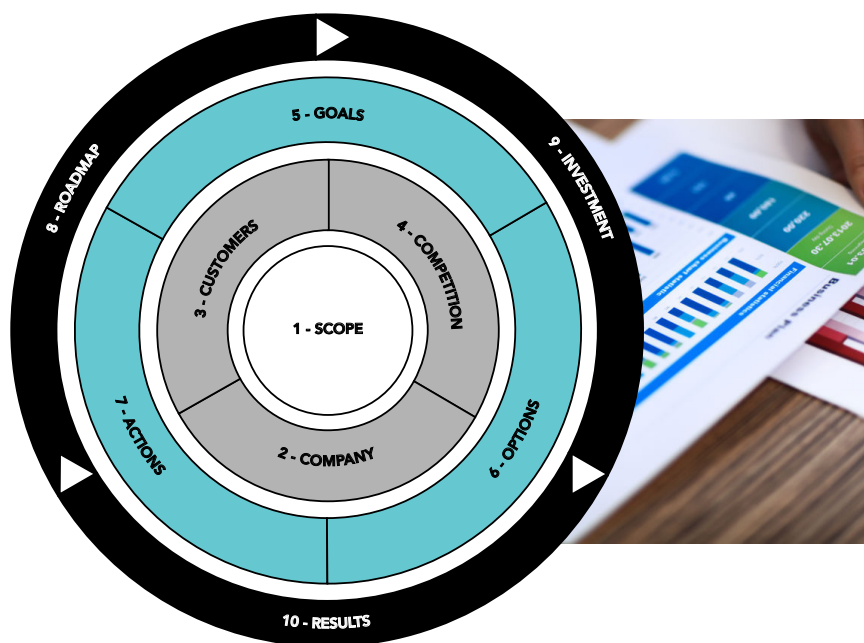
Every business leader needs to learn the basic steps of strategy development at some point in his or her career. The problem is, this process is usually taught somewhere back in business school, if ever at all – leaving future leaders to have to "learn as they go," while never fully being able to admit that they may lack some level of foundational strategic training.

Our Strategic Thinking Workshop is designed to step product and business leaders through the strategy generation process, and teach them the foundational skills they need to apply that process to almost any business task. This is ideal to be taken as a stand-alone workshop, or as a complement to any existing corporate leadership development program.

WHO IS IT FOR?

Product Managers
Product Leaders
Business Leaders

FRAMEWORK

Our **Strategy Generation Framework** features four separate cycles of strategy development work, with each cycle corresponding to a distinct strategic skill:

- ○ **Context = Imagination**
- ◎ **Analysis = Perception**
- ◉ **Planning = Intuition**
- ♲ **Execution = Artistry**

Framework wheel: 1 - SCOPE, 2 - COMPANY, 3 - CUSTOMERS, 4 - COMPETITION, 5 - GOALS, 6 - OPTIONS, 7 - ACTIONS, 8 - ROADMAP, 9 - INVESTMENT, 10 - RESULTS

CONTENTS

STRATEGIC CONTEXT
- Skill: **Imagination**
- **Using imagination to develop your vision**

STRATEGIC ANALYSIS
- Skill: **Perception**
- Using perception to analyze your situation

STRATEGIC PLANNING
- Skill: **Intuition**
- Using intuition to develop your plan

STRATEGIC EXECUTION
- Skill: **Artistry**
- Using artistry to implement your strategy and tell your strategic story

INFORMATION

FORMAT
- 12 hours of live virtual instruction delivered over 3 half-day sessions
- Designed for between 8 and 12 participants
- **Customized versions also available**

MATERIALS
- Digital workbook and framework
- Access to our **Strategy Essentials Toolkit**

CONTENT BREAKDOWN
- ~65% Group Instruction
- ~35% Exercises and Discussion

OUR TRAINING PROGRAMS

PRODUCT MANAGEMENT WORKSHOPS

Strategic Product Management	Product Strategy Generation	Business Case Development	Go-To-Market Planning	Life Cycle Planning

STRATEGIC SKILL DEVELOPMENT

Strategic Thinking	Strategic Leadership	Voice Of Customer	Business Storytelling	Business Creativity

Strategy Generation Company

Strategy Generation Company offers training, coaching, and inspiration for product and business leaders.

We focus on helping both groups and individuals tap into their own creativity, generate new strategic ideas, and develop the key skills needed to succeed in strategic business environments. Contact us today to learn more!