

# WHO & WHY ?



For anyone with either a strategic role in their organisation, or who wants a greater understanding of what 'strategy' means, and how to think strategically.

# Being Strategic



## Outcomes

- ✓ Create a strategy for your organisation or any relevant unit
- ✓ Ensure your strategy influences, and is influenced by, operational requirements
- ✓ Promote a greater understanding of, and commitment to, a strategic approach
- ✓ Be able to think strategically

## Content

- What is meant by strategy, and how it connects to other key organisational drivers
- Strategic components
- Creating a strategy: case work
- The connecting rod: strategy & operations
- Thinking strategically

## Learning Approaches

-  core learning input
-  learning recap quiz
-  brainstorm
-  paired activities
-  self-assessment questionnaire
-  your ideas & suggestions
-  'real life' case work

 on site or  online

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Excellent –  
strategic thinking  
has always scared  
me - until now!

Manager,  
Manchester

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