

## THINKING & PLANNING STRATEGICALLY – 1 DAY INTENSIVE

### Overview

This one-day intensive version of our acclaimed three day programme provides executives with an overview of some of the frameworks and tools needed to engage effectively within a strategic thinking and planning process. The programme is highly interactive and engaging, bringing to life the strategy thinking and planning process with case studies, reflective questions, small group work and current strategic dilemmas. In particular, the full three-day version of the programme aims to make the executive more effective and influential in shaping the decision-making and strategic direction of the organisation. The tools for engaging in a strategic conversation are provided, along with the key elements needed to construct a critically relevant strategic plan. A core focus of the full version of this programme is on value proposition development and the implementation of strategy.

### Duration

One day

### Outline

The following topics are covered on the one-day version of the Thinking & Planning Strategically Programme:

1. Engaging with Strategy in a Changing World
2. External Competitive & Operating Environment Analysis
3. Internal Organisational Analysis
4. Future Positioning
5. Strategic Leadership
6. Strategy Implementation

### Approach

The programme introduces a framework for engaging with strategy, and a powerful set of models and tools for strategic conversations on each of the topics detailed in the outline, above. Where time permits, cases, videos, discussion themes and reflective analysis are used to anchor key concepts.

### Outcomes

On completion of the full version of this programme, the participant will be better equipped to:

1. Understand and apply strategic thinking and planning frameworks and tools
2. Engage effectively in a strategic conversation of relevance to the organisation
3. Build and communicate a strategic plan
4. Address latest trends and challenges facing organisations
5. Identify how to strengthen the organisation's business model

6. Create and prioritise strategic options
7. Sharpen the value proposition and value delivery system
8. Build organisational resilience
9. Influence strategic decision-making
10. Implement strategy

### **Why IC Growth Group**

The IC Growth Group has been providing executive development programmes for over a decade, in association with leading business schools. All IC Growth Group programmes include the best of business school teaching and thinking, and go further in customisation and relationship management, with options for related strategic insights research and change interventions. IC Growth Group short programmes, with business school partnerships, offer certificates of attendance on completion. Further, delegates who wish to obtain a university-issued certificate of competence on this topic can do so by successfully completing an assignment set by the lecturers after the programme.

### **Lecturers & Facilitators**

The IC Growth Group has a highly experienced and expert faculty, all of whom are seasoned business school educators, researchers and professional consultants. Please visit our website, at [www.icgrowth.co.za](http://www.icgrowth.co.za) to view the CV summaries of our Forum of lecturers and facilitators.

The Thinking & Planning Strategically Programme is devised and led by Dr Grant Sieff & IC Growth Group Faculty. Variations of this programme have been offered around the world to great acclaim.

### **Programme Pricing 2012**

#### Open programme

If this programme is offered as an open programme, where delegates may enrol from more than one organisation, the following fees apply (1-day open programmes only run with a minimum of 8 delegates enrolled):

Single enrolment: R3,000

*The fee includes catering during the programme and course-packs and materials.*

## Open Programme Application Form

Please complete an application form for each individual delegate. For in-company programmes, please contact us using the contact details below.

### Short Course/Public Programme Application

Surname :

Names (Full Names) :

Title :

### Personal Details

Gender :

Home Language :

SA Identity Number/ Passport No :

Address :

Postal Address :

Contact Number/s :

Email Address :

I hereby certify that the information provided in this contract is accurate and complete in all respects. I will ensure that payment in full is made before the commencement of the programme. Please fax/email application & proof of payment to 021 465 5722/ Shariefa@infochoice.co.za

Signature of Applicant

Date Signed.

\_\_\_\_\_

\_\_\_\_\_

## Contact us

9 Breda Street, Gardens, Cape Town 8001  
P O Box 16635, Vlaeberg, 8018, South Africa

Tel: +27 21 462 7902/3

Fax: +27 21 462 5755

[shariefa@icgrowth.co.za](mailto:shariefa@icgrowth.co.za)