

Strategic Thinking and Strategy Mapping

This intensive course challenges participants to think strategically, and offers many examples and exercises to stimulate strategic thinking. Also, it provides a hands-on workshop where participants learn to build and refine strategy maps to get the most out of this powerful tool.

You Will Learn

- How to think strategically instead of tactically and operationally
- How to formulate the *picture of the future* for your organization
- Best practices in the design of true strategy maps
- How to avoid common pitfalls in strategy mapping
- How to use strategy maps as a planning tool to derive meaningful measures of performance
- How to use strategy maps as an internal communication and change management tool
- How to develop strategy mapping skills for your planning team

Hands-On Training

Through case studies and a series of interactive small-group workshops, you will apply performance measurement concepts to your own current projects and organization. Exercises performed throughout this course include:

- Strategic and creative thinking
- How to develop customer-focused strategies
- Understand strategic themes, results and outcomes
- Using strategy maps to craft strategic objectives and initiatives
- Derive performance measures aligned to your strategy map

Course Benefits

This course teaches participants **how to think strategically** rather than just in terms of activities and processes. Participants will use a step-by-step process to develop strategic themes and objectives that focus on outcomes and results that are essential for organization success. Participants will use hands-on exercises to develop a strategy map for a typical organization, and then discuss how the tool may be applied to their own organization.

You will receive a 100-page Workbook, sample large-format color strategy maps, checklists and small-group facilitated sessions to practice each step in developing and refining a strategy map.

Who Should Attend

This course is designed for employees of organizations that recognize a need to improve performance through a better strategic planning methodology. The course is recommended for managers, planners and analysts who are involved with writing strategic plans, defining performance measures, complying with regulatory reporting requirements (such as Sarbanes-Oxley, GPRA or OMB PART) or others seeking the best practical ideas in improving organizational performance.

Fees and Discounts

The 2-day course fee is 950 € per person. Public sector or non-profit organizations receive a 10% discount; two or more participants from the same organization receive a 10% discount. The workshop fee includes breakfast, lunch, and afternoon snacks.