



## Strategic Thinking: A Strategy that Works

This is a module in the Global Leadership Program - week two, day five.

### Special Offer

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### Advance Preparation

No advance preparation required.

**Level: Basic**

**CPE Credits: 7.0**

**Instructional Method: Group-Live**

### Detailed Outline

#### Introduction

- . What is strategy?
- . Evolution of strategic thinking
- . Focus on value creation

#### The Strategic Formulation process

- . Where are we now?
- . Where do we want to go?
- . How do we get there?

### **Implementing and Controlling strategy**

- . Closing gaps
- . Learning
- . Managing expectations

### **Evolution of Strategic Thinking at the Corporate Level**

- . BCG model
- . Value-based model
- . Resource-based model
- . Contemporary approach

### **Strategic Options at the Corporate Level**

- . Growth strategies
- . Disinvestment strategies
- . - sell offs
- . - spin offs
- . Management style options

### **Evaluating Strategic Options**

- . ROIC
- . SVA
- . VBM
- . EVA
- . Balances scorecard

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