

Transactional Mindset to Strategic Mindset

The course encourages the Middle and Senior Management Teams to reorient their business drivers from a transactional perspective to a more longer-term strategic focus. It is a three-phase course.

Phase 1: This phase will introduce participants to the principles and context of the value proposition, innovation, and creation of competitive advantage. The workshop will include exposure to concepts and principles, case study discussions, and identification of relevant tools and methodologies that will aid the process of strategic transformation.

Deliverables: A clear understanding of the concepts of the strategic framework

Phase 2: Arising out of the tools and methodologies articulated in the Phase 1 workshop, participants will be involved in the actual use of the tools and methodologies to analyze their respective business units. This will enable the development of a clear, quantifiable set of scores of the business unit from a strategic framework perspective and will serve as a basis for the development of action steps that will be developed in Phase 3.

Deliverables: Application of the strategic framework tools for individual business units.

Phase 3: The workshop will assist the business unit heads to develop more focused and meaningful annual business plans. This process will be assisted by the application of the principles and concepts gleaned from Phase 1 and the scores arrived at during the Phase 2 workshop, to develop a series of action steps that will form the basis for the development of the annual business plan.

Deliverables: A relevant framework for the development of the annual business plan for the business unit.

Measure of success: Greater clarity of the business plan from a strategic perspective, with a sharp focus on how the strategic initiatives, creation of a competitive advantage and sound value propositions will drive this plan.

Objectives

- CL5 Recognize the importance of a strategic framework.
- CL5 Describe the concepts of the strategic framework
- CL5 Apply the concepts and into the business units.
- CL5 Analyze the scores on the tools used.
- CL5 Choose a relevant framework for the development of the annual business plan for the business unit.
- CL5 Create a competitive advantage and a sound value proposition.