



**Schulich**  
School of Business  
Executive Education Centre



**Online**  
Virtual  
Classroom

**Register for  
an Upcoming  
Session:**

# Developing a Strategic Mindset

*What every business manager needs to know to maximize their strategic contribution to the organization.*

Please see website for upcoming session dates.

Featuring the new, secure ZOOM video-conferencing platform. You'll benefit from:

- Multi-modal delivery of materials
- Engaging activities and interactive exchanges
- Breakout discussions with the instructors and your fellow participants

*SEEC Moments of Insight include:*

Using strategic evaluation tools to improve problem solving, communications, conflict management and decision making.

Learning to conduct a proper environmental scan to uncover strengths, weaknesses, opportunities and threats.

Clarifying what gaps the organization has in its skill set and whether or not those gaps pose a problem for the future.

## Our Participants Say it Best:

*"Excellent course to enable us to think strategically within our organizations. The course provided many practical exercises, as well as tools to apply in our organizations."*

**R. Shaikh,**  
Sr. Business Consultant,  
Service Ontario

*"Wonderful material presented in easily digestible and real-world relatable format. Wissam was a wonderful facilitator, cannot wait to return and apply my learnings in my day to day environment."*

**Danny Zuccaro**  
Senior Manager,  
TD Securities



21 PDU\*



21 CPD

**Register Today / Complete Details**

<https://seec.online/13252>



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# Developing a Strategic Mindset

Develop your total Strategic Mindset to give yourself and your organization a winning edge.

Business managers are facing very challenging times.

**Understanding how to plan and execute complex strategies that meet the goals of the organization is now critical for both career and business success.**

Our unique Strategic Mindset teaching methodology translates strategic analysis into a highly interactive program. You will learn **a structured methodology for strategic thinking and analysis** that you can use as a template to align your performance to the strategic goals of the organization.

Create an organizational vision to implement back at the office.

## Top Take-Aways

1. Apply today's **most advanced strategic planning methodologies** to execute new initiatives
2. Understand the **total strategic mindset**: the relationship between your job, the value you create and the strategic goals of your organization
3. Understand the **alignment between the Customer, the Value Proposition and the Organization**
4. Identify your **critical success factors and barriers** to everyday operating performance
5. Identify and **execute new initiatives**
6. Identify best practices for **enhancing your strategic contribution** to your organization
7. **Think forward** – identify critical success factors for the future, both individually and organizationally

## Who Should Attend

This seminar covers all of the major planning issues facing management today in both the private and public sector. It is recommended for any manager or executive...

- With concerns about how strategy is effectively developed, communicated and implemented
- Facing the challenge of developing a strategic plan, business plan or functional plan
- New to the position and wanting to align performance to the purpose of the organization
- Whose goal is to develop a stronger strategic marketing and customer focus

This program is designed to help participants develop their understanding of how value is created in an organization and how to enhance their leadership effectiveness.

## Overview of Learning

### 1. Your Strategic Point of Origin: Developing Strategy and Strategic Planning

#### Strategy: How to Understand Its Origin and Role in the Organization

- Conduct a simulation demonstrating the origins of strategy
- Learn to define vision, mission, values, value proposition, customers, consumers, stakeholders, strategic and operational strategy
- Conduct a situational analysis including an environmental scan, customer analysis, product/service analysis, and competitive analysis
- Identify the value you create for your customers

#### Determine Your Critical Success Factors

- Clarify your value chain, value proposition and key success factors
- Clarify your comparative advantage
- Understand how to determine threats to your organization

### 2. Creating Opportunity: Mapping Your Future Direction

#### Develop Opportunity: Vision Mapping the Future

- Differentiate between initiatives and opportunities
- Learn vision mapping for non-linear thinking about the future
- Learn how to conduct scenario planning
- Establish key goals and objectives for future vision

#### Identify Key Elements of Success

- Learn the difference between analysis of present and past, versus visioning the future

*Continues Online*

**Get the whole picture.**

Preview complete course content and instructor bio online.

**Complete Details / Register Today**

<https://seec.online/13252>

Tel: 416.736.5079 | 1.800.667.9380  
or email [exceedinfo@schulich.yorku.ca](mailto:exceedinfo@schulich.yorku.ca)

**Upcoming Session:**  
Please see website.

**Registration Fee:**  
\$3,550 + applicable taxes

**Complete registration details:**  
[seec.online/FAQ](https://seec.online/FAQ)

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