

MentorTraining

Corporate Computer and Soft Skills Training
Serving the Bay Area since 1987

Creating and Discussing Strategy: Part One

Leadership Series

Course Description:

This half day course allows time for participants to reflect on internal and external environments and scan for factors that influence them. The course highlights why managers need to create strategies, introduces the elements of strategy, and teaches participants how to think strategically. The course leads managers through questions and steps and encourages them to come up with strategic goals for short and long term strategies. After the course, they will be asked to get input from stakeholders in their strategy and bring another draft of their strategic goals to the next class (Part Two).

Course Length: 3 hours, typically 9-12, or 1-4.

Course Audience: Middle and Senior Managers

Course Objectives:

1. Participants will complete environmental scan which helps leaders to understand factors necessary to create a successful strategy
2. Participants will learn the elements of a successful strategy
3. Participants will forecast threats and opportunities on the horizon
4. Participants will create strategic goals that can be shared with other managers and teams

Course Outline:

Strategy 101

- A. Why Have a Strategy?
- B. Strategic vs. Tactical
- C. Understanding Your Larger Organizations' Strategy

Scanning the Environment

- A. Internal Factors
- B. External Factors
- C. Understanding Your Social Capital
- D. Strategic Conversations

Forecasting the Short and Long Term

- A. The Threats and Weaknesses Ahead
- B. Opportunities and Possibilities
- C. Your Core Assumptions

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Creating Your Strategy

- A. Mind-Mapping
- B. Brainstorming Large Directions
- C. Choosing Your Strategic Goals
- D. Talking to Stakeholders

Course Methodology:

Facilitators use a variety of training methods for each workshop, including large group discussions, individual work and reflection, assessments, small group discussions and exercises, case studies and simulations for role-play. Videos that are applicable will form a part of some workshops.

Customization will be based on information provided by the human resource department or the individual department prior to the workshop. These courses are interactive workshops with a 40/60 split between concept/theory and practical application of skills discussed. Class size should be kept under 25, so each participant will have the opportunity to gain techniques for the types of situations they deal with or expect to deal with.

About the Instructor:

The instructor for this course has been a soft skills instructor and coach to Bay Area companies for 30 years, and is also the author of the courseware. He is a master trainer, having delivered over 2000 training sessions and trained dozens of instructors in his career. He has authored a full series of managerial soft skills courses, and he specializes in communication and relationship topics.