

DYNAMICS OF STRATEGIC MANAGEMENT™

Introduction

The word strategy comes from the Greek word 'strategos' which means 'general', and later became the name for the 'leader' of an army or a strategist.

A strategy is a general program of actions directed toward the attainment of goals or objectives, with commitment to resource utilization and how they will be applied. It is a type of 'Future' oriented and 'Big Picture' thinking, which emerges as a Strategic Plan.

However, not all people naturally think this way. Although, if senior managers and professional are selected and promoted correctly, these traits will have been identified as ones they possess. Next come the techniques and skills and then motivation to use them. But what happens if this personality trait is weak? Then, the skills may even be more important.

Learning Objectives

By the end of this program, participants will:

- Understand how personality, gender and culture influence thinking, emotional and learning styles.
- Recognize a range of different thinking styles and types related to this program.
- Understand the differences between critical, conceptual, creative and strategic thinking
- Know the types of thinking required for strategic management
- Understand how values, vision, mission and planning relate to strategic thinking.
- Know which type of thinking to use in different leadership and managerial situations
- Be able to think strategically to help develop a strategy focused organization or team.
- Develop a Personal Development Action Plan

Workshop Duration

This can be designed as a 1, 2 or more intensive 3 day workshop, subject to client's needs.

Workshop Contents

- Influence of Personality, Gender and Culture on Thinking and Learning
- Types of thinking required for strategic management
- Differentiating each type of thinking
- Recognizing each type and how and when to use them
- Understanding the differences between managerial and leadership thinking
- Assessing one's own style preferences and how these apply to strategic thinking
- Fitting values, vision, mission and planning into strategic thinking
- The types of thinking needed for the 5P's of strategic management
- Assessing own strengths in strategic thinking
- Personal Development Action Plan (PDAP)

Workshop Methodology

A key and unique feature of this workshop is that all participants will complete a personality traits survey form, resulting in a detailed personality profile. This will enable participant's to discover their own preferred cognitive and emotional styles, which in turn can strongly influence the dynamics of thinking and learning relating to this workshop.

Workshop design incorporates a variety of methods to both stimulate active learning and appeal to the mix of participants preferred learning styles. Building on participant personality profiles, a number of interactive exercises, games and group discussion help them to understand the different thinking skills needed. Where appropriate, selected multimedia, video or power point visuals augment a comprehensive manual of notes. The workbooks are professionally laid out, appealing to the learner and capturing key learning points and post workshop actions

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