

# STRATEGIC THINKING FOR OPERATIONAL MANAGEMENT

Course number : 113

## Overview

Add value to your organization by aligning department goals with your organization's strategic vision and mission. In this training course, you learn to plan and implement change to meet stakeholder needs, create an innovative culture that takes advantage of the department's core competencies, and gain the leadership skills to effectively integrate strategic thinking with daily operations.

## What you'll learn

- Leverage strategic thinking at the operational level to add value
- Maximize operational core competencies to implement organizational strategy
- Bridge the gap between organizational and operational goals
- Foster an innovative culture to overcome strategic challenges
- Develop an effective change process that satisfies stakeholder needs

## Who should attend

## Pre-requis

Experience at the level of:

- Management Skills, or
- Management Skills for an IT Environment

## Outline

### Introduction

- Strategy: everyone's concern
- Identifying the strategic challenges facing operational managers
- What strategy means to operational managers

### Defining Strategic Thinking

## **The key aspects of strategic thinking**

- Distinguishing between strategic thinking and planning
- Identifying the impact of strategy on operational activity
- Aligning the organization's vision with reality
- Creating sustainable competitive advantage

## **Creating value for stakeholders**

- Recognizing the importance of stakeholders in the strategy process
- Satisfying the needs of the stakeholders

## **Applying strategic-thinking tools**

- Positioning yourself within the four cycles of operational effectiveness
- Decoding your environment with PESTLE
- Analyzing the ecosystem with Porter's Five Forces

## **Leveraging Operational Strengths**

### **Evaluating operational capabilities**

- Differentiating between organizational and operational competencies
- Taking inventory of the key strengths within your operation
- Rating competencies against strategic goals

### **Maximizing your unique operational strengths to deliver stakeholder value**

- Optimizing internal processes
- Shaping opportunities by scanning the external environment

## **Executing Strategy at the Operational Level**

### **Getting real about the vision**

- Qualifying the gaps between operational and organizational vision
- Establishing the foundation for realizing goals

### **Bridging the strategic gap**

- Questioning assumptions to uncover new solutions and drive new discoveries
- Managing operational strategic assets
- Rigorous planning through scenario assessment
- Quantifying the impact of proposed solutions

## [Creating an Innovative Culture](#)

### **Employing an innovation framework**

- The importance of innovation in strategic thinking
- Promoting nonlinear thinking
- Generating solutions through value engineering
- Optimizing solutions by challenging the status quo

### **Adapting your culture to satisfy strategic demands**

- Meeting the five preconditions for an innovative culture
- Facilitating team innovation

### **Innovating to create competitive success**

- Qualifying innovation traits
- Benchmarking objectives against actual performance

### **Quantifying the financial metrics**

- Verifying decisions through financial analysis
- Incorporating a stakeholder perspective

## [Planning for Operational Change](#)

### **Weaving change into the fabric of the culture**

- Being proactive in a reactive environment
- Implementing operational change through people, processes and culture
- Motivating the team to adopt the change

### **Constructing a change process**

- Configuring your resources to encompass change
- Measuring results through balanced scorecards

## [Securing Stakeholder Commitment](#)

### **Communicating for buy-in**

- Applying influencing techniques to overcome resistance
- Negotiating for resources using win-win approaches

## Maximizing your impact

- Earning support with entrepreneurial techniques
- Articulating an elevator pitch that secures commitment

## Schedule

**Location Dates Status**

## Tuition

**IN CLASSROOM OR ONLINE PRIVATE TEAM TRAINING**

**STANDARD \$3895**

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**GOVERNMENT \$3895**

## FAQ

## Certification