SHAPING STRATEGY TO CREATE VALUE

Designed to build agility and enhance capacity for value creation through strategy, this program will explore the concept of the ‘leader as host,’ an orchestrator of living strategy in the business, as a substitute for traditional top-down approaches.

With a focus on outside-in thinking, the program covers significant shifts in the global business environment, strategic innovation, building a strong customer value proposition and the challenge of business model reinvention.

Participants will have the opportunity to work on their own live strategic challenges in small groups to develop new perspectives.

Made for:
Executives and business leaders with a role in developing or executing strategy, who are seeking to shape the play rather than merely respond to it.

“This was an excellent course that delivered innovative concepts through practical workshops and interactive sessions. I was easily able to apply these concepts to refresh and enhance our strategic plan.”

John Horn
Director of Finance
Sydney Symphony Orchestra

Sydney, UNSW CBD Campus, 3 Days
$5,445 (incl. GST)

This program will earn you three unit points towards the Certificate in Executive and Management Development (CEMD).

Unit points towards your CEMD certification
Available for in-house delivery

AGSM Executive Education
Open Programs
SHAPING STRATEGY TO CREATE VALUE

Themes:
— Strategy for value creation
— Innovation and business model reinvention
— Optimising strategic choices
— Enhancing judgement capability
— Mapping the strategic agenda
— Going live: Executing strategy

Outcomes
For the Organisation:
— Build capability to create value through strategy and innovation
— Develop a toolkit to map the path of strategic change
— Valuable tools and techniques to orchestrate strategic thinking

For the Individual:
— Understand and leverage your strategic decision-making capability
— Broaden your perspective with design thinking, Lean start-up approaches and innovation tools and techniques
— Collaborate with your peers to develop new perspectives in resolving strategic challenges

Learning Approach:
This interactive program is designed to give participants opportunities to develop and apply the concepts and tools to real-life strategic challenges. Active experiential learning is used throughout this program, including the Strategic Reasoning Simulation, organisational analysis, focused group sessions, class discussion and relevant contemporary case studies.

The program also features an introduction to a number of core planning techniques and processes as well as in-depth coverage of change leadership to implement and lead strategy.

Program Director:
Professor Doug Stace is a leading strategist, management author and facilitator of strategic change. He is a visiting professor at UNSW Business School and Cass Business School in London. He holds the degrees of Bachelor of Arts, Master of Letters and Master of Educational Administration from the University of New England and a PhD from AGSM.

Professor Stace will lead a team of academic and industry experts on the program.

To find out more
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The AGSM Strategic Reasoning Simulation

The Strategic Reasoning Simulation is a unique experiential learning approach, grounded in path-breaking research that studies how individuals matter to strategic decisions and performance. The simulation provides participants with the ability to respond to strategic scenarios to test their existing strategy skills and thinking. Each participant will receive rich feedback on how they can evolve these skills and gain new expertise in strategy.

Through a series of simulations, participants will gain insight into their evolving capabilities in strategic thinking and identify areas for improvement.