

Strategic Thinking for Business Excellence

Date: 2014-09-01 - 2014-09-02

Venue: Tata Management Training Centre, 1, Mangaldas Road, Pune 411001

Overview

The best companies focus on building strategic thinking capabilities to outsmart their competitors. Strategic thinking requires a systems perspective, an ability to connect the dots, a clear understanding of the macro environment and more. Better strategic thinking capabilities add significant value to any organization's performance. Strategic orientation is at the core of innovation and long term sustainability of business. This program will focus on helping participants understand the importance of strategic thinking, how tools and techniques can be used to enhance strategic thinking capability, and how successful companies institutionalize the strategic thinking process. In addition, this program will help participants critically think in their own minds about how they look at business issues today and how they should be looking at issues going forward.

Objectives

- How to integrate the future into your decision making processes by thinking strategically
 - Identify and understand the possible and plausible operating environment for the organization
 - Understand how to apply various tools and techniques
 - Understand how strategic thinking leads to better business models
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Curriculum

The program is designed to broaden participants' perspective on how to build strategic thinking ability across various functions.

- The content is based on practical applications in a dynamic business environment and enhancing the ability to assess the strategic impact

- It contains elements of case study, role plays, group activities and lectures
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Faculty

- Experienced faculty from top organizations and in-house faculty
 - Industry experts
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Who Should Attend

- This program is designed for senior and upper-middle level executives who are responsible for functional, business or corporate strategies. In addition, people who make critical business decisions as well as strategic planners and business development personnel
 - Business Unit Heads
 - Executives who are moving into the Strategy function and wish to get a jump-start on the process will also benefit from this knowledge
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Fees

INR 36,000/- (Thirty six thousand only) per participant for the two-day program plus applicable taxes. (includes cost of the program, reading material, participant stay at TMTC, meals etc.)
