

Building and sustaining
competitive advantage
from the top down.



NOV 20 | NOV 27 | DEC 4

Mondays from 8:00 a.m. to 3:00 p.m.
CMD Training Center on WSU Campus • \$1795



STRATEGIC VISIONING

This three-day series is focused on developing and sustaining groundbreaking strategies to build an organizations competitive edge. Those that are responsible for setting the pace of an organization, have irons in multiple fires, and lead a charge that, at times, is difficult to direct.

These sessions are designed to lay the foundation for strategic groundwork that will strengthen and raise an organization into a market power-house. Strategic leaders inspire others, they transform their organizations and they deliver results. This series will give you the knowledge and inspiration to become a successful strategic leader.

● BENEFITS:

- Gain a deep understanding of the key roles and responsibilities of a successful business executive.
- Develop a new lens to view competitiveness in product, talent and financial markets through a new understanding of stakeholder objectives and the relationships among them.
- Enhanced critical thinking: the essential skill for every business executive.
- Re-examined value creation principles, the key basis for business decisions.

● WHO SHOULD ATTEND:

This three-day series is focused on those responsible for corporate strategy implementation for their organization. Senior executives, Vice-Presidents, Board of Directors, corporate development heads and Leadership teams whose roles have strategic implications for their organizations and who are motivated to become better leaders.

INSTRUCTORS:

■ **BRIAN RAWSON**
General Manager,
North America,
In2uit, Inc.

■ **DOUG KARBER**
Director,
INVISTA

“Leadership is the
capacity to translate
vision into reality.”

– Warren G. Bennis



DAY 1

VISION & STRATEGY DEVELOPMENT

- What is strategy and where does it come from?
- Change, disruption, and the innovator's dilemma
- Grow or die: Discovering strategic growth options
 - Asking the right questions
 - The growth matrix

STRATEGIC DECISION MAKING

- Decision traps
- The need for a decision framework
- Key elements of a decision framework
- Aspects of successful decision-making

DAY 2

ECONOMIC ANALYSIS

- Economic Thinking
- Valuation
- Economic Modeling

MANAGING FOR STRATEGIC SUCCESS

- Agents & Stewards vs. Objects & Owners
- Evidence-based Management
- “Danger Will Robinson!”
 - Casual benchmarking
 - Doing what's worked in the past
 - Following unexamined ideologies
- Staffing and the “war for talent”
- Financial incentives and compensation

DAY 3

STRATEGIC VENTURES

- Types of strategic ventures – pros and cons
- The venture process
- The due diligence process
- Key elements of venture legal agreements

ORGANIZING FOR STRATEGIC SUCCESS

- Organizational design tensions
 - Strategy vs. Structure
 - Accountability vs Adaptability
 - Ladders vs. Rings
 - Self-interest vs. Mission success
- Jobs & Departments vs. Teams & Projects
- Change leadership
 - How to stop change in its tracks
 - Turning and righting the ship

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