This three-day series is focused on developing and sustaining ground-breaking strategies to build an organization’s 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 powerhouse. 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

**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

**Day 2**
**Strategic Decision Making**
- Decision traps
- The need for a decision framework
- Key elements of a decision framework
- Aspects of successful decision-making

**Day 3**
**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

**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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“Leadership is the capacity to translate vision into reality.”
– Warren G. Bennis