

STRATEGIC VISIONING

is a three-day series focused on creating a strategic visioning process that will transform an organization at every level.

It's your move — grow your business into a market leader.



FOR MORE INFORMATION:
1-800-992-6345 or 316-978-3118

TO REGISTER:
www.CMD.Wichita.edu/SV

REGISTRATION: \$1995 fee includes course, 1-hour strategic review, materials, a digital badge, framed certificate, lunches, refreshments, and parking.



All sessions held in the CMD Training Center at the Woodman Alumni building on the Wichita State University campus, 4205 E. 21st St.



Center for
**MANAGEMENT
DEVELOPMENT**



WICHITA STATE
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CANCELLATION POLICY: Cancellations received three weeks prior to the program will receive a full refund minus a \$50 processing fee. Cancellations made fewer than three weeks are subject to a 50% cancellation fee. Substitutions may be made at no cost up to the first day of the program. No refunds will be given and no substitutions will be accepted if cancellation occurs after the program begins.

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1845 Fairmount | Wichita, KS 67260-0086 | cmd.wichita.edu

In the game of chess, each player works to take advantage of the optimal play that creates a clear and dominate path to a win. We invite you to join in an executive-level discussion that will strategically alter the course of your organization's future.



NOV 5 | NOV 12 | NOV 19

STRATEGIC VISIONING

Building and sustaining competitive advantage from the top down.

Presented by Center for Management Development

Course Dates:

NOV 5
NOV 12
NOV 19

Strategic Plan Review Dates:

DEC 3 • 10

Mondays 9:00 a.m. to 4:00 p.m.

CMD Training Center on the WSU Campus



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STRATEGIC VISIONING

NOV 5 | NOV 12 | NOV 19

Groundbreaking strategies build an organization's competitive edge. Converting a vision into a mission, and pulling the resources and manpower to make that mission a reality is a Herculean task.

This series is focused on building a strategic plan that can be implemented real time at your company to change your organization. The work begins with a Vision Strategy Model that will be developed, step by step in conjunction with the instructors, over the three day sessions.

This Vision Strategy Model will lay the foundation for strategic groundwork that will strengthen and raise your organization into a market power-house. To ensure that the model is workable, both instructors will meet with each company one-on-one for up to 60 minutes of personal consulting time to review the plan and solidify the next steps to take.

Strategic leaders inspire others, they transform their organizations and they deliver results. This series will give you the knowledge, inspiration and roadmap 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.
- Discover a new understanding of stakeholder objectives & the relationships among them.
- Gain enhanced critical thinking: the essential skill for every business executive.
- Re-examine principles of value creation, the key basis for business decisions.
- Create a Vision Strategy Model, written out and thought-through to take to your board room and begin implementation.

WHO SHOULD ATTEND:

This three-day series is designed for ...

Those responsible for implementation of corporate strategy in their organization.

Those responsible for setting the pace of an organization, have irons in multiple fires, and lead a charge that, at times, is difficult to direct.

Senior executives, Board of Directors, vice presidents, corporate development heads and leadership teams whose roles have strategic implications for their organizations and who are motivated to become better leaders.

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

– Warren G. Bennis

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INSTRUCTORS:

Led by two top corporate executive talents, these sessions will set a foundation by which you can effectively carry out the strategic vision that will put your organization first in the marketplace.

■ **BRIAN RAWSON** holds a B.S. degree in Organizational Psychology from Brigham Young University and an MBA from the University of Virginia. Following twenty five years in consulting, management, and executive roles in the corporate world, working for Acrospect, The Coleman Company, Inc. and PepsiCo. Seven of those years were spent in Japan on the international marketing scene. He now pursues his passion of teaching in order to help organizations and individuals achieve profitable growth. The courses he teaches include Organizational Behavior, Organizational Design, Leadership, and International Business.

■ **DOUG KARBER** has worked for Koch Industries companies for the past 17 years in a variety of leadership roles, including commercial, corporate development, strategy and finance roles. Prior to his time at Koch, Doug held finance and planning roles at PepsiCo, and worked in mergers and acquisitions for the Fourth Financial Corporation. Doug is a graduate of Wichita State University, where he earned a Bachelor's Degree in Accounting and an MBA.

Participants will receive a one-hour strategic review at the conclusion of the series from both instructors to evaluate their strategic plan.

Strategic Plan Review Dates:

DEC 3-10

STRATEGIC VISIONING

Building and sustaining competitive advantage from the top down.

DAY 1

Morning Session
Rawson

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

Afternoon Session
Karber

STRATEGIC DECISION MAKING

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

DAY 2

Morning Session
Karber

ECONOMIC ANALYSIS

- Economic Thinking
- Valuation
- Economic Modeling

Afternoon Session
Rawson

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

Morning Session
Karber

STRATEGIC VENTURES

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

Afternoon Session
Rawson

ORGANIZING FOR STRATEGIC SUCCESS

- Organization 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