

Management Development Program > Short Course

Thinking Strategically

To improve your competitive advantage

Developing a strategic mindset

It is becoming increasingly important for people within organisations, from Team Leaders up to General Managers, to adopt a strategic mindset in order to maintain a competitive advantage.

A sustainable competitive edge comes through a combination of:

- Creating superior customer value.
- Creating superior value for shareholders.
- Disciplined and passionate execution of the strategy.
- The ability to innovate strategically.

Jack Welch, former General Electric CEO, said that the ability to define the Business Strategy succinctly is a key competency required of leaders. General Electric's leadership is renowned for the disciplined execution of its strategies. Companies need a gene pool of leaders who can think strategically.

Tools and frameworks for innovative strategic thinking

Thinking Strategically will equip you with tools and frameworks for innovative strategic thinking, enhancing your leadership ability and allowing you to contribute with increased confidence and credibility on big-picture issues.

During the two days you will address the following strategic areas:

- Scanning the environment.
- Strategic intent.
- Strategic Thinking:
 - Efficiency, effectiveness and edge.
 - Customers and value propositions.
 - Competitor analysis and the value curve.
 - Value disciplines and strategic positioning.
 - Strategic options.
 - Strategic horizons.
- Strategic and core capabilities.
- Strategic innovation.
- Execution of strategy.

Stimulating, interactive learning

This program will provide you with a stimulating, hands-on learning experience, imparting valuable skills and knowledge with immediate application.

The presenter will employ a highly interactive teaching style designed to involve each participant and reinforce key concepts. Sessions will follow a proven theory-application-discussion model of learning and may include lectures, video presentations, class exercises and discussions of genuine best-practice case studies.

The learning environment will be supportive at all times and you will be given ample opportunity to contribute your own ideas and experience.

Who should attend?

This program is intended for middle, senior or general managers who are expected to think and act strategically. You may be in the resource, manufacturing, wholesaling, retailing, services or professional services sectors.

If you or your team would benefit from an opportunity to advance your strategic thinking, then this is the program for you.

"Good structure, with plenty of relevant, real-life case studies that helped to make it meaningful."

2007 feedback

Venue

Executive Education Unit

The University of Adelaide
7th Floor
10 Pulteney Street
Adelaide

Date

Wed 17 - Thurs 18 June, 2009

Time

9am - 5pm
(Light lunches provided)

Cost

\$1,250 per person GST-free
(Group and Earlybird discounts available)

Customisation

This program can be tailored to meet the needs of your organisation.

Contact

p: (08) 8303 3268

f: (08) 8303 6140

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www.adelaide.edu.au/professions/execed

Life Impact The University of Adelaide

Group discounts

The fee for one or two participants is \$1,250 per person. For bookings of three, however, a discounted total fee of \$3,187 is offered – a reduction of 15% per person. And for five, a total fee of \$5,000 is offered – a reduction of 20% per person.

Earlybird discount

For registrations **with payment** received no later than 28 days prior to commencement of the program, a discount of 10% applies as per the following table:

	1 person	3 people	5 people
Earlybird Fee	\$1,125	\$2,868	\$4,500
Earlybird Saving	\$125	\$319	\$500
Standard Group Fee	\$1,250	\$3,187	\$5,000

Please note that this program is GST-free.

For more information on this or any other MDP Short Course, call Amanda Bramwell on (08) 8303 3268 or e-mail amanda.bramwell@adelaide.edu.au

Cancellations and deferments

If written notification of cancellation or deferment is received no less than three weeks prior to the program start date, the full fee will be refunded. If notification is received between four days and three weeks prior to the program start date, a 25% fee will apply. If notification is received less than four working days prior to the program start date, the full fee will be forfeited.

If the intended participant is unable to attend, a suitable substitute will be accepted right up to the morning of the program with no financial penalty.

Accommodation (optional)

While this program is non-residential, a number of nearby hotels do offer accommodation at special rates for MDP participants should you require it. Please contact Amanda Bramwell through the channels listed below should you require any further information.

The presenter

Graeme A Taylor
B Com (Melb), Dip Ed (Melb), M Econ (Monash)



Graeme boasts a wealth of experience in management education, having worked extensively in Australia, Japan, USA, China and the United Kingdom. He is both designer and director of this MDP, and has previously designed and directed others entitled Shaping Strategy, Strategic Marketing and Strategic Leadership.

Graeme is currently an Associate at Mt Eliza Business School and an adjunct lecturer at Ashridge Management College (United Kingdom) and the Executive Education Unit at The University of Adelaide (conductors of the MDP). He is a former Head of the Mt Eliza school's Global Strategy Centre and is co-author of Practical Australian Strategy (1996, Prentice Hall Australia).

"Graeme's vast knowledge and experience definitely showed - very entertaining."

2007 feedback

Registration Form and Tax Invoice Upon completion of this form, including the relevant payment, this form will become a Tax Invoice. ABN 61 249 878 937

Thinking Strategically: Wed 17 - Thurs 18 June, 2009

YES I/we would like to strengthen the effectiveness of my/our strategic thinking skills.

Please accept the following registration(s) at this MDP:

Number of people attending: Amount payable (GST-free): \$

Name:
title first name last name

Position:

Organisation:

Postal Address:

Postcode:

Phone: Fax:

E-mail:

My organisation is: Government Non-Government

Method of payment

Cheque (please make payable to The University of Adelaide) and forward with a copy of THIS registration form to Amanda Bramwell at the address below.

Debit my: Mastercard Visa Amex

Card No.:

Cardholder's Name:

Signature: Expiry date:

I would prefer not to receive promotional material regarding future programs offered by the Executive Education Unit.

Now mail or fax to:

Amanda Bramwell
Executive Education Unit
The University of Adelaide, SA 5005.
Fax: (08) 8303 6140.