

STRATEGIC THINKING

Building Long-Term Value for the Business

Traditional corporate cultures encourage people to focus on their own specific objectives rather than on the success of the larger business. Even if pay increments and bonuses are based in part on the company's performance, the majority of the criteria typically come from meeting individual metrics. The message is clear: focus on your own small piece of the company, rather than on the company as a whole.



That needs to change.

Opportunities and challenges emerge at a faster pace than ever before. It is not just technology companies that are experiencing dramatic changes; banks, for example, are facing new kinds of challenges, whether from small fintech startups or from established giants like Apple and Alibaba. Companies need a plan for the future while being flexible enough to change that plan quickly and take new actions when unexpected events occur. That demands a new kind of thinking by employees throughout the entire organization, who can find innovative ways to add to the company's business value in an ever-changing world.

This session helps to change mindsets and inspire employees to practice strategic thinking. The talk addresses four questions to help people change the way they view the world. Participants leave with the ability to create new habits and routines that will help them develop a strategic mindset.

WHAT IS STRATEGIC THINKING?

We will talk about the difference between long-term business success in a changing market, and the much more common short-term, narrow thinking that we see in many companies today. Before we can think strategically, we need to know what strategic thinking is.

WHAT IS OUR STRATEGIC ENVIRONMENT?

To find ways for the business to succeed in its environment, employees need to actually know what the business does and how it defines success. We will discuss the factors people need to understand about how their business operates.

WHAT DOES IT TAKE TO THINK STRATEGICALLY?

Since no one has a crystal ball to see the future, how can we actually plan for the future? We will identify what kinds of opportunities and challenges people need to be watching for.

WHAT DO WE NEED TO DO DIFFERENTLY?

How do we get from working the way we work now to the way we want to work? We will examine what it takes to create a culture where strategic thinking is the norm.

The end result is to get employees to take the risks, and engage in the collaboration, that will help the company grow and be successful over time.

When everyone is focused on long-term goals, they are more likely to find the best ways of achieving them.