

## Strategy Playbook Act One: Building Blocks of Strategy

*Develop an Intelligent and Practical Approach to Strategic Situations*

No matter what the business situation—from private firms looking to generate shareholder value; to public sector agencies facing a multitude of program options; to not-for-profits needing to do more with less—strategic planning is critical to improving an organization's long-term chances of success.

This foundational program is designed to help you develop an intelligent and practical approach to strategic situations. Learn the basics of strategic planning by applying a variety of strategy tools and best practices. Craft a strategy statement, and become more creative when considering strategic options. Grow your personal strategic capacity to identify opportunities and make sound decisions.

Addressing the domains of public, private and not-for-profit sectors, the program focuses on practical application. You will customize your learning to address your specific interests, and work on a project to help you apply the concepts to your real-life situation. You will leave with a plethora of tools and frameworks that you can use immediately back at work.

**Note:** *Strategy Playbook Act One* covers the fundamental concepts, tools and practices of strategy, while *Strategy Playbook Act Two* looks at strategy execution. There is no overlap between them, but together they form a natural progression of learning.

### Program Format

Sessions are highly interactive, encompassing a variety of dynamic learning methods including cases, individual and group exercises and a simulation, which you will engage in real time with your peers. Multiple perspectives and experiences will be shared to broaden your awareness of the strategic landscape.

### Takeaways

- Appreciate the world of strategy and the many types of strategies that are possible
- Learn the fundamental building blocks of strategic planning
- Use best practice strategic thinking to analyze the powerful patterns affecting your organization
- Think more strategically at your personal level, and relate strategy to your daily decisions
- Develop your skill set in applying strategic tools and processes
- Define your strategic options and select the right ones
- Ignite creativity when considering possible future strategic directions and their consequences

## Program Content

### Strategic Understanding and Analysis

- How do different companies compete, and what are the high-level options for strategy
- The distinction between traditional and modern strategy
- Analyzing your company's activities at the highest level
- Identifying and developing the corporate vision/mission/goals/strategies and tactics in both for-profit and not-for-profit businesses
- Key tools and concepts for framing strategy (including PEST Analysis, Strategic Group Mapping, Industry Life-Cycles, Key Success Factors, Forecasting, etc.)
- Segmenting your customers and products/services to form Product-Customer matrices that describe what business you are *really* in, and how you fit in with the rest of the industry
- Applying the 5-Forces Analysis to understand industry trends and competitiveness
- Using the 7-step Strategic Analysis framework to garner a comprehensive overview of the industry

### Strategic Application

- Learning how to think, speak and act more strategically at an individual level
- Building a Strategy Canvas to understand how you and others are differentiated, and to explore future options and their implications on the industry
- Identifying any company's true competitive advantage, and how this is used in a variety of circumstances
- Developing a strategy statement that includes the logic, scope and long-term goals to succeed
- Applying all frameworks to foster tangible and realistic solutions to strategic challenges posed via simulations

### Special Features

You will complete either a strategic plan for your own organization, or one of three scenarios reflecting your interests (Public Sector, Private Sector, Not-For-Profit) and present it to the group for constructive feedback. You will also receive written feedback on your plan from the program leader.

### Audience

Managers at all levels who are looking to develop an intelligent and practical approach towards strategic situations. Participants are not expected to have any previous experience with strategy.

**Program Leader**

**Perry Atwal** is a faculty member at the UBC Sauder School of Business. He teaches courses on service management, employment relationships, organizational behaviour, strategy and marketing. He has led successful projects involving extremely diverse participants, and has forged effective relationships between business and government professionals at many levels. Previously he worked in Investment Banking in London, New York and Hong Kong.

**To Register**

Executive Education

[www.sauder.ubc.ca/executive](http://www.sauder.ubc.ca/executive)

Tel. 604.822.8400 (toll-free 1.800.618.3932)