

Strategy Essentials™

See Further. Plan Smarter.

Solve complex problems with more confidence.

The ability to think strategically is a quality of great leaders. It lets them identify which business activities will move a group or an organization from its present state to an envisioned future.

But only 8% of managers have the skills of a strategic leader.

A shortage of strategic thinkers can be catastrophic. Without a strategic leader charting the course, a team, department, or company focuses solely on short-term priorities and misses longer-term opportunities. Success becomes a matter of luck while failure is the more likely outcome.

Blanchard's Strategy Essentials™ teaches your leaders how to gain a bird's-eye view of the strengths and weaknesses of a team or organization. Spot challenges and opportunities before it is too late to act. And allocate resources where they'll yield the greatest return.

Thinking strategically is imperative for success. Strategy Essentials will elevate the leadership skills of your people to meet the demands of the moment.

Outcomes



Maximize Market Opportunities



Accomplish Critical Objectives



Create Insightful Plans



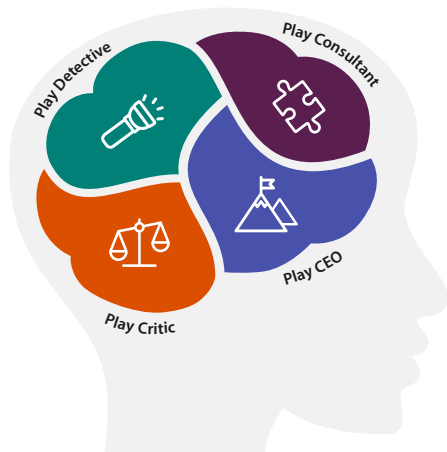
Inspire Peak Performance



Learning Objectives

- Develop a strategic mindset
- Use skills to analyze situations, identify opportunities, and consider alternatives
- Reframe problems and create informed action plans

Strategy Essentials™ Skillset



Strategy Essentials™ Mindset

Look Outward

Look Inward

Look Beyond

Who Should Enroll

Strategic thinking is an essential skill to develop if you want to advance your career. It is a competency expected at the leadership table.

Good candidates for the course include:

- Experienced managers
- New members of a leadership team
- Leaders of strategic initiatives
- Other professionals in roles that would benefit from strategic planning

Help Your People Become Strategic Thinkers

Strategy Essentials is an asynchronous, online, on-demand module that takes 30–45 minutes to complete. It is available as a Blanchard-hosted or a client-hosted solution. A Reflect and Share session is scheduled separately and conducted by a Blanchard facilitator or a client facilitator.

Strategy Essentials Mindset

1. Look Outward means scanning the environment to understand the opportunities and threats facing the learner's team and organization.
2. Look Inward is realistically evaluating their team's strengths and weaknesses.
3. Look Beyond is envisioning a better future and predicting how trends might become opportunities.

Strategy Essentials Skillset

1. **Play Detective:** Learn to sleuth around to find opportunities and challenges
2. **Play Consultant:** Learn to make sense of what you have uncovered and turn it into a story
3. **Play Critic:** Learn to look for flaws in the plan and find places where it could go wrong
4. **Play CEO:** Learn to marshal the resources you need to move ahead

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