

STRATEGIC INNOVATION & BUSINESS MODEL FLEXIBILITY



OVERVIEW

Executives taking on greater leadership responsibilities need to think more strategically and develop an effective strategy for their unit or organization. Strategic thinking provides executives with the tools to undertake a thorough strategic diagnosis. Executives need to analyze the capabilities, strengths, weaknesses and opportunities, and identify capability and resource gaps in their own business context that could impact the implementation of their strategy. By developing their ability to judge risk and value-creating potential in the environment (business or otherwise), delegates will think more clearly about future challenges, develop new business models and innovate to improve performance.

COURSE DESCRIPTION AND MAIN OBJECTIVE

This course will address the development of flexible business models through innovation amidst a volatile environment. Delegates will be exposed to various tools and techniques to make sense of the environmental issues and develop their strategic thinking skills.

LEARNING OUTCOMES

After completion of the course, delegates will be able to execute a business environmental scan and conceptualize a

business environmental framework (past, present and future) by thinking strategically. They will be able to develop scanning framework assumptions, craft a strategy and design a business model and operating architecture, and develop business model network architectures.

CONTENTS

The course is divided into three modules.

Module 1: Strategic Thinking and Decision Making:

The process of Strategic Thinking; Strategic Thinking and Strategy Design Sequence; Fundamentals of Strategic Decision Making; Strategy Mapping and the Balanced Scorecard, and Strategy Mapping Measurement.

Module 2: Business Environmental Scanning:

Business Environmental Framework Conceptualization (Past, Present and Future); Strategic thinking in a VUCA (Volatile, Uncertain, Complex, Ambiguous) world; Various perspectives of Business Environmental Scanning; Expanding Business Environmental Scanning frameworks to represent a VUCA Environment.

Module 3: Business Model Flexibility:

Strategic thinking for purposes of Business Model Flexibility; Appropriate strategy selection; Future business model design; Operating Architecture Implementation and Measurement; Business Model Network architectures.

FACULTY MEMBER

Professor Steyn Heckroodt is an international thought-leader in the fields of Leadership and Strategic Thinking and provides a wealth of experience and expertise when engaging with global business leaders. He has experience as a Harvard Business School Publishing Moderator, HBR Author, Dean of Academic Affairs, Founder and CEO of Platform for Connected Leadership and Executive Director for StratisQ MENA, and leads a strong team of professionals in shaping the future of companies.

Professor Heckroodt focuses on developing individual greatness, leading people to exceed as team players and to become organisational disruptors, dealing with complexity. He transforms leaders by inspiring them to challenge the status quo and think differently about 21st Century challenges, learn through self-reflection and engage with others. As creator of the Platform for Connected Leadership Framework™®, he challenges leaders to act in an empowered manner with increased confidence in decision making as well as a higher level of responsibility and accountability.

Professor Heckroodt passionately believes in continuous lifelong learning and has published in the fields of Strategic Thinking and Leadership and Operations for, amongst others, Oxford University Press and Harvard Business Review.

TARGET GROUP

This course is designed for senior level executives who are responsible for functional, business or corporate strategies, people who make critical business decisions in their functions. Executives who are moving into these roles and wish to enhance their strategic thinking skills, will also benefit from the course.

ADMISSION REQUIREMENTS

It is assumed participants are able to understand learning material in English, and write assignments and follow/ participate in discussions on strategic innovation in English.

TEACHING METHODS

- Synchronous teaching on MS Teams.
- Class discussion, case studies, articles, and relevant videos.

CERTIFICATE OPTIONS

Delegates can select to follow either one of the following two approaches:

- Obtain a "Certificate of Successful Completion" by demonstrating their knowledge, understanding and skills of the learning outcomes in practical assessments at the end of the course.
- Obtain a "Certificate of Attendance" and will not be required to complete any assessment.

DATES

16 hours: TBC (4 days of 4 hours each)
Time: 09h00 – 13h00

FEES

Certificate of Successful Completion – AED4800 (excluding VAT)
Certificate of Attendance – AED4000 (excluding VAT)

ENQUIRIES

Johan Burger
E-mail: johan.burger@uaeu.ac.ae

