Executive Education



Developing Strategic Thinking and Action

Developing Strategic Thinking and Action

PROGRAM SNAPSHOT

Duration 5 days

Program DirectorBrandon Lee

Location Carlton

Apply now mbs.edu/dsta

Please refer to our website for program dates and fees.

Note: This program is residential where participants stay on campus and participate in workshop activities after hours. The program fee covers tuition, meals and accommodation during the workshop.

Create strategy to bolster your business growth. Together, we will explore the entire strategy process, giving you the practical tools to formulate, communicate and execute strategy that drives sustained competitive advantage for your organisation.

You'll also have the opportunity to delve into your own strategic challenge, receive mentoring and one-on-one feedback, while collaborating with individuals from a variety of commercial and public industries – enriching your learning experience as well as your network.

If you're a manager with strategic responsibility, or transitioning into such a role, this program offers a deep, immersive journey in developing a winning business model.

Who should attend

 Managers and professionals who are responsible for shaping and developing business strategy.

Learning outcomes

By the end of the program, you will be able to:

- Gain an integrated perspective of business systems and processes
- Identify, build and maintain a competitive advantage
- · Develop cutting-edge strategies
- Communicate strategy effectively
- Align people, culture and structure
- Formulate specific goals

Program journey

You will emerge with new skills and behaviours, aligned to your learning goals.

Pre-program preparation

You will be asked to select a strategic challenge, prior to attending the program, to work on during the week-long course. We will provide instructions and guidance beforehand to help you prepare.

Access to program material and networking through our online-learning platform, CANVAS.

Program

This program explores the following key themes:

Strategic mindset

- What is strategy?
- · How to challenge assumptions
- · Assessing strategic fit
- · Business models and strategy

Strategic thinking and communication

- Identifying the right questions to ask
- · Structuring robust investigations
- Developing hypotheses
- Problem framing
- Generating novel recommendations

Strategy analysis

- Industry and competitor analysis
- Assessing resources and capabilities
- Strategic positioning
- Industry evolution and change

Developing winning strategies

- Building and leveraging competitive advantage
- Business model innovation
- Trends analysis and identification of growth opportunities
- · Sustainability as strategy
- Shaping your ecosystem
- Evaluating value chain risks and opportunities

Implementing and evaluating strategy

- Issue selling and influence
- · Communicating your strategy
- · Understanding and leveraging networks
- Becoming an expert
- Stakeholder management

Strategies for ongoing Learning

- Knowledge capture and retention
- · Tapping new knowledge flows
- · Shaping serendipity
- · Reflection and planning

Learning methods

- Interactive workshops, delivered by a strategy specialists, are grounded in academic research to increase your awareness and effectiveness.
- A simulation, which crystallises the key challenges leaders face when considering strategic resource allocation for competitive advantage, offers insights into decision-making, group dynamics and individual behaviour.
- Case studies provide practical, real examples that translate strategic theory into applicable skills and insights.
- Syndicate sessions provide an opportunity to workshop your strategic challenge with a diverse group of senior leaders to discuss problems, unpack challenges and develop solutions.
- Peer-learning groups facilitate knowledge sharing, collaboration and feedback to ensure you have a powerful and personal experience that drives results.
- Reflection gives you time to identify issues and reflect on your learnings in a broader context to establish the way forward.

Program Director

Brandon Lee

Brandon's areas of expertise include innovation, entrepreneurship, strategic aspects of new market emergence, and environmental sustainability.

Brandon received his PhD at Cornell University and teaches business strategy and management courses at the MBA and Executive levels. He has published in prominent journals such as Administrative Science Quarterly, Strategic Management Journal, Organization Science, and Academy of Management Journal. Brandon has consulted for organizations in the energy, banking, agriculture, energy, and nonprofit sectors and has taught on executive education programs for clients such as IBM, KPMG, USGBORAL, The University of Melbourne, Lloyds, Schneider Electric, Energy Australia, and Janssen.

PROGRAM JOURNEY

PRE-PROGRAM ACTIVITIES

(provided approx. 6 weeks prior to program commencement)

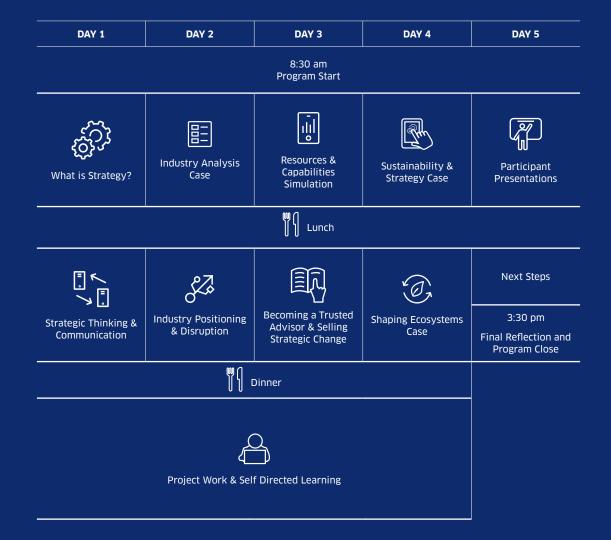
REVIEW

Canvas welcome video & program information

COMPLETE

Pre-reading articles

Identify and bring your strategic challenge





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