



## HOW TO THINK STRATEGICALLY: ESSENTIAL SKILLS TO INCREASE YOUR IMPACT

with Dr. Louise Kelly

\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

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Managers at all levels are expected to engage regularly in strategic thinking. Those managers who consistently provide unique business insights that lead to their organization's competitive advantage will excel and often be rewarded with advancement opportunities. Strategic thinking is an open-ended activity, which makes it very challenging for some. It is helpful to have techniques and tools to expand one's capacity for strategic thinking and develop confidence in this area. Through interactive exercises and by engaging with real-world short cases, the program will empower you to engage in the kind of strategic thinking that can be transformative for organizations.

## DR. LOUISE KELLY

Louise Kelly, PhD is a Professor of Management and Leadership at the University of La Verne. She is a nationally recognized expert on strategy and leadership and has a passion for helping people and organizations unleash their management, leadership, and innovation potential. Dr. Kelly publishes widely, and has authored five books including, *A Dictionary of Strategy*, *Entrepreneurial Women: New Leadership and Management Models*, *The Psychologists Manager*, and *An Existential Systems Approach to Managing Organizations*, as well as over 125 articles and conferences papers. Dr. Kelly has been designated an outstanding scholar by the United States government and has led executive trainings in the US and throughout the world. Dr. Kelly is fluent in French, Spanish and English. Her research on strategy and mindfulness has been written up in *Forbes.com*. She has been featured in a series of videos on entrepreneurship and managing innovative teams and has been interviewed for numerous podcasts on management. She serves on a number of boards, and a global taskforce on Covid-19 organizational adaptation and has won top awards for teaching and scholarship throughout her career.

# TOPICS COVERED

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IDENTIFY AND LEVERAGE THE ELEMENTS OF STRATEGIC THINKING  
EXAMINE THE ELIMINATE-REDUCE-RAISE-CREATE (ERRC) MODEL TO GAIN  
INSIGHT INTO YOUR ORGANIZATION'S STRATEGY  
USE THE BUSINESS MODEL CANVAS TO GENERATE STRATEGIC INSIGHTS  
ENGAGE IN STRATEGIC STORYTELLING TO CREATE AND COMMUNICATE A  
COMPELLING VISION

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