



STRATEGIC THINKING AND PLANNING TO MAXIMIZE LEADERSHIP PERFORMANCE

with Rich Horwath

\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

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Are you and your team strategic? The answer can make or break your business. A study of more than 10,000 senior executives showed that the #1 most important leadership behavior critical to individual and organizational success is "being strategic." Indra Nooyi, former Chairman and CEO of PepsiCo, echoed those findings when she said, "The most important skill needed for any CEO today is strategic acuity."

Strategic Fitness represents a leader's ability to extract insights from their environment on a continuous basis to create superior value. Great leaders use these insights to successfully navigate the key business challenges they face and create greater value for their colleagues and customers.

Whether you're a new manager or seasoned C-Suite executive, you'll gain new frameworks and practical tools to think, plan, and act strategically every day.

RICH HORWATH

Rich Horwath is the founder and CEO of the Strategic Thinking Institute where he facilitates strategic thinking workshops for executive leadership teams to help them set strategic direction, create competitive advantage, and maximize their leadership performance. He is a New York Times, Wall Street Journal, and USA Today bestselling author of eight books on strategic thinking, including his newest book: STRATEGIC: The Skill to Set Direction, Create Advantage, and Achieve Executive Excellence and the first ever graphic novel on strategic thinking entitled, StrategyMan vs. The Anti-Strategy Squad.

Rich is also the author of the popular Harvard Business Review article, "How to Become a Better Strategic Thinker," and has appeared on ABC, NBC, CBS, and FOX TV. He's been rated the #1 keynote speaker on strategic thinking at company and association events, including the SHRM National Strategy Conference. Rich is the creator of the proprietary Strategic Quotient (SQ) Assessment and host of the Strategic Minds podcast. Over the past 20 years, he has helped more than one million leaders around the world develop their strategic thinking and planning capabilities in pursuit of his vision to teach the world to be strategic.

FOR REGISTRATION PLEASE CONTACT: **Robert Webster** - IMS Regional Director - Houston

Phone: **+1 (281) 222-6876** Email: houstontx@ims-online.com Website:

<https://ims-online.com/leadership-development/Houston/13>