



## HOW TO THINK STRATEGICALLY AND MAKE AN IMPACT

with Dr. Michael Roberto

\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

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Strategic thinking is a rare and valuable competency that is needed at all levels of the organization. It is the number one development requirement for the next generation of leaders. Those who have it will see more opportunities for contribution and for advancement. This program will help you develop a foundational understanding of strategy, enabling you to make a broader impact in your organization.

In this program you will learn:

1. Five key forces that influence strategy
2. Four actions that build a competitive advantage
3. Frameworks for monitoring external trends and competitive activities

The application of these strategic concepts will be brought to life through engaging case studies of companies like Stihl, Trader Joe's, Viking Cruises, and The Tractor Supply Company. Don't miss this chance to learn from top strategy expert Professor Michael Roberto!

## DR. MICHAEL ROBERTO

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Prof. Michael Roberto is the Trustee Professor of Management at Bryant University in Smithfield, RI. He joined the tenured faculty at Bryant after serving for six years on the faculty at Harvard Business School. He has also been a Visiting Associate Professor of Management at New York University's Stern School of Business. Professor Roberto's research focuses on decision making, teamwork, and leadership. He has published three books, the latest of which is titled *Unlocking Creativity* (Wiley, 2019). He also has developed three Great Courses lecture series, the best-selling *Everest Leadership and Team Simulation*, and the award-winning *Columbias Final Mission* multi-media case study about the 2003 space shuttle accident.

# TOPICS COVERED

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## THE FOUNDATIONS OF STRATEGIC THINKING

UNDERSTANDING WHAT STRATEGY IS (AND ISN'T) AND WHY IT MATTERS AT ALL LEVELS  
THE ROLE OF STRATEGIC THINKING IN DRIVING ORGANIZATIONAL SUCCESS  
HOW STRATEGIC THINKERS IDENTIFY OPPORTUNITIES AND ANTICIPATE CHALLENGES

## EVALUATING THE COMPETITIVE LANDSCAPE

APPLYING PORTER'S FIVE FORCES TO ASSESS INDUSTRY DYNAMICS AND COMPETITION  
IDENTIFYING THREATS AND OPPORTUNITIES IN A RAPIDLY CHANGING BUSINESS ENVIRONMENT  
ANALYZING PROFIT OPPORTUNITIES AND MARKET POSITIONING FOR LONG-TERM SUCCESS

## BUILDING AND SUSTAINING COMPETITIVE ADVANTAGE

THE FOUR KEY ACTIONS THAT HELP ORGANIZATIONS DIFFERENTIATE AND STAY AHEAD  
HOW TO CREATE VALUE IN UNIQUE WAYS THAT COMPETITORS STRUGGLE TO REPLICATE  
LESSONS FROM INDUSTRY LEADERS LIKE TRADER JOE'S, VIKING CRUISES, AND STIHL

## STRATEGIC TOOLS AND FRAMEWORKS FOR BUSINESS INSIGHT

USING STRUCTURED FRAMEWORKS TO MONITOR TRENDS AND COMPETITIVE MOVEMENTS  
HOW TO DRAW KEY INSIGHTS FROM YOUR COMPANY'S STRATEGY AND THAT OF COMPETITORS  
PRACTICAL APPLICATION OF STRATEGY TOOLS THROUGH REAL-WORLD BUSINESS CASES

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