

Developing Strategic Executive Management

Course Overview

Developing a strategic plan is a familiar exercise in corporations. However, most are not so accustomed to implementing a strategic plan, or are not accustomed to doing so consistently. This course covers the basics of strategy, strategic planning, and implementing a strategic plan, by focusing on strategic planning drivers and competencies that are essential for success.

Chapter 1 - Strategy Fundamentals

29m

Instructor Introduction

Executive Strategy and Management Introduction (1 of 4)

Executive Strategy and Management Introduction (2 of 4)

Executive Strategy and Management Introduction (3 of 4)

Executive Strategy and Management Introduction (4 of 4)

Strategy Fundamentals

Objectives

Topic A: Strategy Fundamentals

Definition: Vision

Definition: Mission

Definition: Strategy

Definition: Objective

Definition: Goal

Putting It All Together

Exercise 1.1 – Putting It All Together

Exercise 1.1 – Putting It All Together

Exercise 1.1 – Putting It All Together Debrief (1 of 2)

Exercise 1.1 – Putting It All Together Debrief (2 of 2)

Topic B: Strategic Planning Overview

Concept: Strategic Plan (1 of 2)

Strategic Decisions

Concept: Strategic Plan (2 of 2)

Concept: Strategic Plan Drivers (1 of 4)

Concept: Strategic Plan Drivers (2 of 4)

Concept: Strategic Plan Drivers (3a of 4)

Concept: Strategic Plan Drivers (3b of 4)

Concept: Strategic Plan Drivers (3c of 4)

Concept: Strategic Plan Drivers (4 of 4)

Exercise 1.2 – Mapping Strategic Drivers

Exercise 1.2 – Mapping Strategic Drivers

Exercise 1.2 – Mapping Strategic Drivers Debrief

Exercise 1.2 – Mapping Strategic Drivers Debrief

Chapter 1 Review

Chapter 2 - Strategic Planning Competencies

17m

Strategic Planning Competencies

Objectives

Topic A: Strategic Planning Competencies

Strategic Process Steps Revisited

Strategic Planning Competencies (1 of 2)

Strategic Planning Competencies (2 of 2)

Strategic Thinking (1 of 2)

Strategic Thinking (2 of 2)

Vision and Mission Translating

Exercise 2.1 – Vision and Mission Translating

Exercise 2.1 – Vision and Mission Translating Worksheet

Exercise 2.1 – Vision and Mission Translating Debrief (1 of 2)

Exercise 2.1 – Vision and Mission Translating Debrief (2 of 2)

Business Project-izing (1 of 3)

Business Project-izing (2 of 3)

Business Project-izing (3 of 3)

Exercise 2.2 Testing Your Understanding of Strategic Competencies

Exercise 2.2 Testing Your Understanding of Strategic Competencies Worksheet

Exercise 2.2 Testing Your Understanding of Strategic Competencies Debrief (1 of 2)

Exercise 2.2 Testing Your Understanding of Strategic Competencies Debrief (2 of 2)

Chapter 2 Review

Chapter 3 - Executive Strategy and Management

54m

Executive Strategy and Management

Objectives

Topic A: Executive Strategic Planning

Executive Level (1 of 2)

Executive Level (2 of 2)

Strategic Plan Revisited (1 of 3)

Strategic Plan Revisited (2 of 3)

Strategic Plan Revisited (3 of 3)

Strategic Plan Model

Exercise 3.1 – Developing a Strategic Plan Template

Exercise 3.1 – A-Z Corporation Strategic Plan Template Example

Exercise 3.1 – A-Z Corporation Strategic Plan Template

Exercise 3.1 – A-Z Corporation Strategic Plan Template (Debrief 1 of 3)

Exercise 3.1 – Developing a Strategic Plan Template Debrief (2 of 3)

Exercise 3.1 – Developing a Strategic Plan Template Debrief (3 of 3)

Topic B: Executive Strategy and Management

Executive Strategy and Management (1 of 2)

Executive Strategy and Management (2 of 2)

Strategic Plan Maintenance Steps

Operational Project Portfolio Management Function (1 of 3)

Operational Project Portfolio Management Function (2 of 3)

Operational Project Portfolio Management Function (3 of 3)

Project Portfolio Component Approval

Strategic Goal Verification and Validation

Exercise 3.2 – Making a Case for Executive Strategy and Management

Exercise 3.2 – Making a Case for Executive Strategy and Management Worksheet (1 of 4)

Exercise 3.2 – Making a Case for Executive Strategy and Management Worksheet (2 of 4)

Exercise 3.2 – Making a Case for Executive Strategy and Management Worksheet (3 of 4)

Exercise 3.2 – Making a Case for Executive Strategy and Management Worksheet (4 of 4)

Exercise 3.2 – Making a Case for Executive Strategy and Management Debrief (1 of 5)

Exercise 3.2 – Making a Case for Executive Strategy and Management Debrief (2 of 5)

Exercise 3.2 – Making a Case for Executive Strategy and Management Debrief (3 of 5)

Exercise 3.2 – Making a Case for Executive Strategy and Management Debrief (4 of 5)

Exercise 3.2 – Making a Case for Executive Strategy and Management Debrief (5 of 5)

Chapter 3 Review

Executive Strategy and Management Summary

Course Overview

Strategic Plan Development Process

Strategic Planning Drivers

Strategic Planning Competencies (1 of 4)

Strategic Planning Competencies (2 of 4)

Strategic Planning Competencies (3 of 4)

Strategic Planning Competencies (4 of 4)

Strategic Plan Model

Strategic Plan Elements

Executive Strategy and Management

Executive Strategy and Management Summary

Total Duration: 1h 41m