Strategic Thinking

11 – 15 October 2027
Lyon (France)



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Ref: 328861_230985 **Date:** 11 – 15 October 2027 **Location:** Lyon (France) **Fees:** 5200 GBP

Why This Course

In a world of complexity and constant change, strategic thinking is no longer a skill reserved for senior executives — it's a mindset essential for every leader and professional who shapes the future of their organization. Strategic Thinking enables participants to see the bigger picture, anticipate challenges, and make decisions that align short-term actions with long-term goals.

This program blends analytical frameworks, creative problem-solving, and systems thinking to help participants move beyond operational focus and develop strategic insight. Through real-world case studies, simulations, and practical exercises, participants will learn how to think proactively, plan adaptively, and lead with vision and clarity.

What You'll Learn and Practice

By joining this program, you will:

- Understand the foundations and mindset of strategic thinking.
- Learn to analyze complex business environments and identify key drivers of change.
- Develop the ability to connect ideas, trends, and patterns for strategic insight.
- Strengthen foresight and scenario planning capabilities.
- Apply creative and critical thinking tools to solve strategic challenges.
- Align strategic thinking with leadership, innovation, and decision-making.

The Program Flow

Day 1: The Foundations of Strategic Thinking

- The difference between operational and strategic thinking.
- Characteristics and mindset of strategic thinkers.
- Understanding organizational vision, mission, and strategic intent.
- Case study: how strategic thinking drives transformation in top-performing companies.

Day 2: Environmental and Competitive Analysis

- Tools for scanning and analyzing external environments PESTEL, SWOT, Porter's Five Forces.
- Identifying key opportunities, threats, and emerging trends.
- Understanding competitive dynamics and industry shifts.
- Workshop: mapping your organization's strategic landscape.



Day 3: Systems Thinking and Strategic Foresight

- Systems thinking: understanding interdependencies and complexity.
- Scenario planning and future-oriented strategy development.
- Anticipating disruption and shaping future opportunities.
- Practical exercise: designing a scenario-based strategic response plan.

Day 4: Creative and Analytical Problem-Solving

- Balancing creativity and logic in strategic thought.
- Tools for ideation, brainstorming, and design-led innovation.
- Root cause analysis and structured problem-solving frameworks.
- Group project: solving a real-world strategic challenge collaboratively.

Day 5: Turning Strategic Thinking into Action

- Linking strategic insights to decision-making and execution.
- Communicating strategic ideas with clarity and influence.
- Building a culture that encourages strategic thought across all levels.
- Action workshop: developing a personal and organizational strategic thinking plan.

Individual Impact

- Gain the ability to think beyond the immediate and see the bigger picture.
- Strengthen analytical, creative, and systems thinking skills.
- Build confidence in strategic communication and planning.
- Develop adaptability and foresight to anticipate and manage change.

Work Impact

- Improve organizational agility and readiness for future challenges.
- Enhance innovation, problem-solving, and long-term decision quality.
- Align teams and initiatives around shared strategic objectives.
- Build a forward-thinking, proactive, and opportunity-driven culture.

Training Methodology

This program integrates strategic frameworks, foresight models, and experiential learning to ensure both practical and cognitive mastery. Learning methods include:

- Interactive strategy workshops and simulations.
- Real-world case studies from global organizations.
- Guided scenario planning and strategy mapping sessions.
- Collaborative exercises on innovation and problem-solving.
- Toolkits and templates for continued application after the course.



Beyond the Course

Upon completion, participants will be equipped to think, plan, and lead strategically — connecting vision with execution and foresight with action. They will leave prepared to guide teams and organizations toward sustainable success through clarity, creativity, and strategic intelligence.

