

Grow your career.
Level up for the future.

Certificate in Strategic Mindset

What every business manager needs to know to maximize their strategic contribution to the organization.



Schulich
School of Business
Executive Education

YORK U



Certificate in Strategic Mindset

This strategic thinking program is designed to help you develop your understanding of how value is created in an organization and how to enhance your leadership effectiveness: what every business manager needs to know to maximize their strategic contribution to the organization.

Learn how to develop your total strategic mindset to give yourself and your organization a winning edge.

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3-day program



Book this program [online](#)



Certificate in Strategic Mindset

Develop your total Strategic Mindset to give yourself and your organization a winning edge.

Business managers are facing very challenging times. Understanding how to plan and execute complex strategies that meet the goals of the organization is now critical for both career and business success. Our unique Strategic Mindset teaching methodology translates strategic analysis into a highly interactive program. You will learn a structured methodology for strategic thinking and analysis that you can use as a template to align your performance to the strategic goals of the organization.



3-day program



Book this program [online](#)

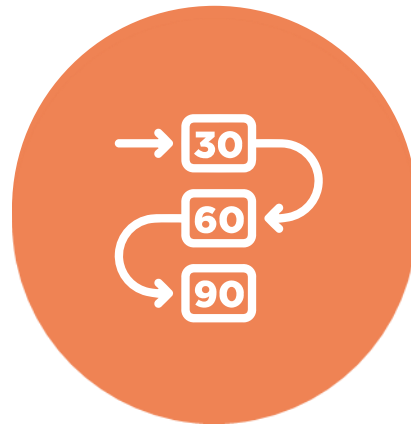


Program Highlight



3 Days of Study

Rich learnings in just 3 days of study



Applicable Skills

Develop your vision map moving forward



Interactive

Hands-on and participatory



Digital Badge

Receive an authentic digital badge from Canada's #1 business school



Program Faculty



Wissam AlHussaini

PhD

Wissam holds a PhD in Strategic management and is a winner of the “Excellence in Teaching” award. Over the years, Wissam has designed and delivered numerous training programs for major companies all over the world, including the United Nations, Koodo-Mastercom, Chevron-Philips, and MasterCard, among others. He currently teaches leadership and strategy at the Schulich School of Business in key graduate programs.

In 2016 he received the prestigious “Excellence in Teaching” award at the American University of Beirut for his impact and inspiration on the executive, graduate and undergraduate students. Wissam is a founding member and vice-president of strategy for the Canadian Business Strategy Association (CSBA) which aims to provide a knowledge portal for Canadian business strategists.



This program clarified and created awareness that there is a difference between strategy and strategic analysis. I now understand. There is a set of rules and principles of performing strategic analysis.

G. Kendal-Roberts
Supervisor, Legal Aid Ontario

This program provided me with the tools to approach my job and my organization with the confidence to effect positive change and focus.

K. Maki
Director of Exposition, Informa Canada



Program Content



Your Strategic Point of Origin: Developing Strategy and Strategic Planning

Strategy: How to Understand Its Origin and Role in the Organization

- Conduct a simulation demonstrating the origins of strategy
- Learn to define vision, mission, values, value, value proposition, customers, consumers, stakeholders, strategic and operational strategy
- Conduct a situational analysis including an environmental scan, customer analysis, product/service analysis, and competitive analysis
- Identify the value you create for your customers

Determine Your Critical Success Factors

- Clarify your value chain, value proposition and key success factors
- Clarify your comparative advantage
- Understand how to determine threats to your organization

Creating Opportunity: Mapping Your Future Direction

Develop Opportunity: Vision Mapping the Future

- Differentiate between initiatives and opportunities
- Learn vision mapping for non-linear thinking about the future
- Learn how to conduct scenario planning
- Establish key goals and objectives for future vision

Identify Key Elements of Success

- Learn the difference between analysis of present and past, versus visioning the future

Who Will Benefit



Mid-Career Leaders

Foster a powerful digital mindset as a leader with strategic foresight and demonstrate your capacity to drive change in a more senior position.

Completion **Benefits**

After completing the program, you'll receive an authentic digital badge from the #1 business school in Canada that employers will recognize.

As more and more companies look for candidates with specific skills, this badge on your CV will be a credible assurance of your achievements and expertise, allowing the right roles to find you faster.



Certificate

Provided upon completing a longer program that may comprise several badges signifying a more extensive skill set.

Why a Certificate at Schulich ExecEd?

There will no longer be a single transition from graduation to work in one's life.

Because few of us have the same job for life, we constantly have to re-invent ourselves, learn new skills and adapt to the changing marketplace and business environment. Today's professionals and executives must be able to quickly develop and fine-tune personal business skills to adapt and grow.

We are #1 Business School in the country

We have the privilege of being ranked #1 and teaching top students from around the world.

Our Program is Unique

Distinction from growing competition in the job market.

We Provide a Combination of Skill Specialization & Range

Deepen your current skills and acquire new ones.



About Schulich ExecEd

At Schulich ExecEd, the professional development arm of the world class Schulich School of Business, all our programs are non-degree, mid-career acclaimed qualification that employers recognize and that you can add to your CV.

We provide:

- Short programs building an individual business skill have industry recognized credentials for that skill
- Certificate programs build a wider skill set with a number of key skills
- Masters Certificates are an intense dive into Leadership, Management or specific Business skillsets. This is our highest mid-career professional development business school certification

Key Stats:

- Ranked #1 business school in Canada
- Ranked #12 in global MBA ranking
- Educated over 80,000 professionals across the world.
- Delivered over 4,000 programs virtually and in-person
- 96% of our graduates used knowledge or skills from the program on the job
- 87% of our graduates reported improved job performance
- Worked with over 500 companies worldwide

Over 450 leading faculty in areas of management, leadership, communications, finance, marketing, business development and strategy





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