

| **Grow** your career.
| **Level up** for the future.

Strategy Development Essentials

A Bootcamp for Starting, Creating,
and Implementing a Better Plan



Strategy Development Essentials

Discover how to align your team's efforts with your organization's mission and values, ensuring that every decision serves a clear objective. With insights from renowned thought leaders in strategy and organizational development, you'll learn to craft impactful strategies that foster alignment, boost morale, and drive sustainable change.

Discover the transformative power of focus and clarity for you and your organization with Canada's top-ranked business school.

Grow your career.
Level up for the future.



6-hour program



Book this program [online](#)



Strategy Development Essentials

Initiate and develop strategies that inspire decision-making and action. Prepare effectively for critical business initiatives and lead your team toward success. This program equips you with the tools to create impactful strategies that align with your organization's mission and purpose, ensuring clarity and focus in all your efforts.

From mapping out a clear strategic plan to engaging stakeholders effectively, you will learn how to drive alignment and motivate your team towards shared goals. This program is your key to unlocking your strategic potential and making a lasting impact within your organization.



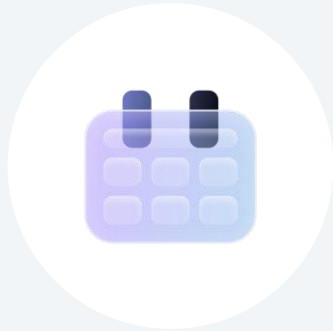
6-hour program



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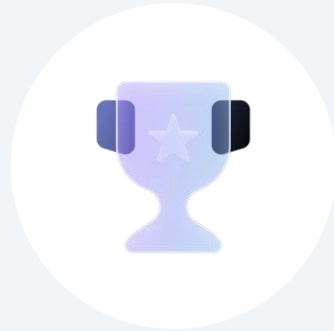


Program Highlight



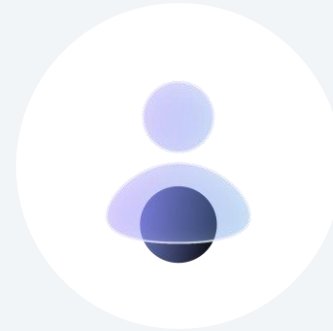
6 Hours of Study

Engage in enriching learning experiences with just 6 hours of self-paced study



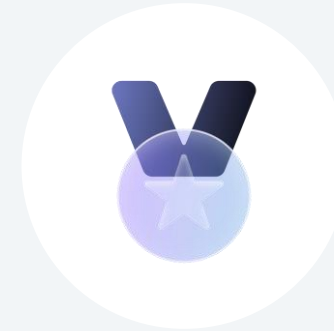
Evidence-Based Learning

Develop practical skills to create high-impact strategies that are both consultative and relevant to your organization



Stand Out From The Crowd

Acquire essential skills in strategic planning, decision-making, and organizational alignment to enhance your leadership effectiveness and advance your career



Certification

Earn a digital badge from Schulich ExecEd to showcase your newly acquired skills on your resume

Program Faculty



Chris Bosch

MA, MWS, CFRE

Chris Bosch, MA, MWS, CFRE, has over 25 years of experience in the nonprofit sector and has spent most of his career learning, teaching, and facilitating in the areas of strategy development, conflict resolution, leadership development, and problem-solving using design thinking principles. He has been a senior leader with World Vision Canada, taught at four different universities, started a nonprofit organization called Flourish Financial to support the capital needs of small and growing businesses in poorer contexts and led many planning sessions with organizations like the Humanitarian Coalition, Canadian Mental Health Association, Canadian Feed the Children, Ontario Association of Children's Aid Societies, Toronto District School Board and many other social service organizations.

Chris has certifications as a Certified Fundraising Executive (CFRE), Professional Director (board governance), Balanced Scorecard specialist (strategic planning methodology), and graduate degrees in International Development and Political Theory.

Program Content



Module 1:

Developing a Strategic Mindset

- Defining a strategic mindset
- Setting the stage: Good "rules" of engagement
- Diagnosing your current situation
- Researching your context: Performance (internal view) and landscape (external view) analysis
- Surveying your audiences
- Using appreciative inquiry

Key strategic frameworks like the GROW model, Good to Great principles, and the 4Cs of strategic thinking will be introduced. It also covers tools like the McKinsey 7-S model and PESTEL analysis, providing a solid foundation for evaluating organizational strategies and external factors.

Module 2:

Promoting Clarity with Good Vision

- Creating a mission statement
- Creating a vision statement
- Understanding and articulating your value proposition
- Identifying and seizing your unique opportunities
- Defining who you serve
- Scenario building
- Setting your big goals

Six different exercises are designed to enhance understanding of strategic concepts, such as client empathy mapping and customer journey mapping. These encourage participants to delve deeper into the perspectives of clients and customers.

Program Content



Module 3:

Creating Your Plan

- Identifying what needs to fundamentally change
- Determining what needs to be started, scaled, stopped, and slowed
- Sharing a planning template and explaining its components
- Providing definitions of important strategy terms
- Identifying key pain points in your organization

Participants will engage in a variety of exercises, including the From/To exercise, Four Actions Assessment, Strategic Choices Exercise, Priority Card Exercise, and Pain Point Identification. These activities are designed to help learners analyze their current strategic position, evaluate potential actions, prioritize initiatives, and identify challenges, ultimately enhancing their strategic planning skills.

Module 4:

Implementing Your Plan

- Considering cultural enablers and new behaviors
- Creating an operating plan
- Communicating the plan to your audiences
- Understanding change management basics
- Identifying execution pitfalls to watch for

Templates will be provided for developing an operational plan that outlines key elements such as responsibilities (who), timelines (by when), and budget considerations (at what cost). Additionally, participants will explore Kotter's change principles, equipping them with effective strategies for managing organizational change and ensuring successful implementation of their plans.

Who Will Benefit



Aspiring Leader

Individuals who are early in their leadership journey and want to step into strategic roles will benefit from this program. With a strong interest in business management and leadership, they will gain easy-to-implement strategic planning skills.



Mid-Career Leader

Professionals with several years of leadership experience looking to refresh their strategic planning acumen and overcome organizational challenges. These individuals may be dealing with issues like resource misalignment or mission creep and are seeking advanced tools to better guide their teams and drive impactful change.



Strategists

Individuals tasked with shaping the future direction of their organizations, such as heads of strategy or senior advisors, will benefit from this program. They are looking for innovative approaches to strategy development, ensuring their plans remain adaptable in changing environments while aligning with the organization's core mission and values.

Completion Benefits

After completing the program, you'll receive an authentic digital badge from the top-ranked 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.



Foundational

Signifies that you've gained information and insight into new skills.

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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