



BREAKTHROUGH IDEAS: BECOMING A MORE STRATEGIC THINKER

with Dr. Julia Sloan

\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

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Success in today's fast-moving and complex global environment requires a new way of thinking strategically. Leaders responsible for driving strategy must be highly attentive, agile, adaptable, and innovative. This program explores four fundamental questions: why strategic thinking is critical for organizations, what it truly entails, who exemplifies it, and how it can be developed.

Through an engaging and interactive approach, participants will examine an unconventional model of the cognitive frameworks that support strategic thinking. They will uncover the five essential characteristics of effective strategic thinkers and learn how to cultivate these traits. The program concludes with actionable strategies to enhance strategic thinking at individual and team levels, equipping leaders with the tools to navigate uncertainty and drive long-term success.

DR. JULIA SLOAN

Dr. Julia Sloan, author of the definitive book, *Learning to Think Strategically*, 4th ed., 2020 (Best Business Book of the Year, Financial Times), is widely recognized for her pioneering work on the application of complex cognitive theory to everyday global strategic thinking practice. Her work draws upon more than two decades of her own expatriate corporate experience in Asia, Africa, Middle East, Europe and North America. Julia teaches at Columbia University and has lectured at some of the premier academic institutions including: MIT, Harvard University, Princeton University (US); Beijing University (China); Tokyo University, Keio University (Japan); and India Institute of Management (India). She holds a distinguished faculty appointment at the Central University of Finance and Economics (China). Awarded a Fulbright Fellow, Julia has also received a Researcher-in-Residence fellowship, Faculty Excellence Award, Outstanding Teaching Award, Ahead-of-the-Curve Teaching Award and Innovative Influencer Award. She has served on the faculty of the Brookings Institute and was named as part of the Distinguished Lecture Series at the Mohammad bin Rashid School of Government (Dubai). A resident of New York City, Dr. Sloan holds a doctorate from Columbia University, master's studies at Yale University and University of Alaska, and undergraduate studies from Kent State University. Julia is principal of Sloan International Inc., a New York-based firm specializing in strategic thinking for businesses operating in Asia, Europe, the Middle East, Africa, and North America.

TOPICS COVERED

THE ROLE OF STRATEGIC THINKING IN TODAY'S BUSINESS LANDSCAPE

WHY ORGANIZATIONS NEED STRATEGIC THINKERS TO STAY COMPETITIVE
THE IMPACT OF STRATEGIC THINKING ON DECISION-MAKING AND LONG-TERM SUCCESS

STRATEGIC THINKING VS. STRATEGIC PLANNING: UNDERSTANDING THE DIFFERENCE

HOW STRATEGIC THINKING SHAPES VISION, WHILE PLANNING DRIVES EXECUTION
WHEN AND HOW TO APPLY BOTH APPROACHES EFFECTIVELY

THE FIVE ESSENTIAL CHARACTERISTICS OF STRATEGIC THINKERS

THE KEY TRAITS THAT DEFINE EFFECTIVE STRATEGIC LEADERS
HOW TO CULTIVATE THESE ATTRIBUTES IN YOURSELF AND YOUR TEAM

COGNITIVE CLUSTERS OF STRATEGIC THINKING: A NEW APPROACH

AN UNCONVENTIONAL MODEL FOR UNDERSTANDING HOW STRATEGIC THINKING DEVELOPS
RECOGNIZING AND LEVERAGING DIFFERENT COGNITIVE PATTERNS IN DECISION-MAKING

ENHANCING STRATEGIC THINKING AT THE INDIVIDUAL & TEAM LEVEL

PRACTICAL TECHNIQUES TO STRENGTHEN STRATEGIC THINKING SKILLS
CREATING A TEAM CULTURE THAT FOSTERS STRATEGIC INNOVATION AND ADAPTABILITY

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