

Strategy for Future-Ready Growth

Rotman

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Open Enrolment
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Supercharge your strategic capabilities with two powerful frameworks

Strategy is about choice - explicitly choosing what you will and will not do to win with customers and against your competition. A winning strategy should leverage your strengths and build on your team's capabilities.

But strategy only works this way when you have your people behind you. As Peter Drucker, the grandfather of business strategy says, "Culture eats strategy for breakfast." Build your culture, while you build your strategy so your team is making the same choices and focusing on the same things.

Rotman's Strategy for Future-Ready Growth program gives you two proven frameworks to help you harness the power of opposing ideas, maximize competitive advantage, and reduce workplace tensions. Set, refine, and sustain effective strategies with Playing to Win and Integrative Thinking: two frameworks used by global powerhouses.

As leaders you need to not only choose between competing ideas but to innovate and create new opportunities for your business and your organization. Playing to Win will help your team generate ideas that align with your organization's strengths and weaknesses.

Then, rather than choosing between them and losing out on potential value, you'll use Integrative Thinking to leverage these ideas into powerful innovations that build your leadership and new opportunities for your organization. The result? A strategy that is action-oriented, future-ready, and market-leading.

What you'll get:

- » Two powerful and innovative approaches developed by leading management thinker, Roger L. Martin
- » Discover how to embrace opposing ideas to create a winning strategy for your project, business or organization
- » Build confidence through testing before fully committing to your strategy
- » Gain comfort with these approaches through hands-on practice and feedback
- » A copy of Playing to Win and Creating Great Choices

What is Playing to Win?

Playing to Win, developed by Roger L. Martin, is a proven approach to strategy used by leading organizations around the world. This approach defines a winning strategy as a compelling and unique set of answers to five interconnected and reinforcing questions:

- » What is your winning aspiration?
- » Where will you play?
- » How will you win?
- » What capabilities must you have?
- » What management systems do you need?

By working through the Playing to Win framework, you'll generate ideas that are targeted, practical, and applicable - not just the choice of the loudest voice in the room. Learn to cultivate a strategy that aligns with your organization's competencies, as well as its culture.

The process used to develop strategy is amplified by Integrative Thinking, which provides an innovative set of tools to help resolve the tension between different ideas by leveraging their differences to create new strategic possibilities.

A 4-day hands-on virtual real-time experience

Dates:
September 15-16, + 22-23, 2020

Program Fee:
Value: \$4,500 CAD + HST

Special Online Price:
\$3,600 CAD + HST

Questions?

Contact our learning advisor at advisor@rotman.utoronto.ca

Address:

Executive Programs
Rotman School of Management
149 College Street
Toronto, Ontario M5T 1P5



Apply Online: www.rotmanexecutive.com

This system works best when you involve a team of people in the process to generate ideas. Talk to us about group rates in our open enrolment programs or a bespoke program for only your organization at advisor@rotman.utoronto.ca

People who take this program often say things like:

- » “Our team and organization aren’t clear on our strategic choices and why we can win the marketplace.”
- » “Our team or organization lacks a strategic framework to make choices to do some things and not others.”
- » “I often find myself in a nearly impossible position- I want different ideas but feel forced to choose when they are in tension with each other and I wish I didn’t have to.”
- » “I want to debate ideas but it becomes all about the interpersonal dynamics between leaders, and the ideas and our teams suffer.”
- » “I want my team to stay open to the potential of ideas but we often find ourselves identifying the drawbacks far too early.”

Flexible Learning Design during COVID-19

Don’t feel alone while you learn online. We’ve designed this program to respect both the current challenges of working from home while maintaining and building connections with a class of your peers across different industries and organizations. You’ll still gain the networking and learning benefits of our in-class programs while learning from the comfort of your own home with a schedule adapted to your current needs.

Schedule

Subject to change.

Day 1	Day 2	Day 3	Day 4
<ul style="list-style-type: none"> » Overview Playing to Win strategy + Integrative Thinking » Current Strategy and problem framing 	<ul style="list-style-type: none"> » Generating strategic possibilities using Integrative Thinking » Live feedback rounds 	<ul style="list-style-type: none"> » Generating strategic possibilities through creativity and innovation » Identify barriers and tests 	<ul style="list-style-type: none"> » Applying your unique context » Productive communication