

**ADVANCED STRATEGIC
MANAGEMENT CERTIFICATE**



**NAVIGATING
COMPLEXITIES AND
BECOMING A
STRATEGIC ADVISOR**

SYLLABUS



HOW TO

SIMPLIFY DECISION MAKING



Focus on core activities and communicate as an advisor using a toolkit (advanced SCQ, MECE, Pyramid Principle). Learn to:

- Understand the big picture & key question
- Structure solution in the manageable chunks and storyboard key information
- Answer first using pyramid principle

HOW TO

LEVERAGE KEY STRATEGIC FRAMEWORKS



Strategic frameworks can guide organizations through complex decisions and strategic transformations. Learn to:

- Identify typical complex business problems
- Guide decision makers through frameworks like Portfolio Analysis, Heat Maps, Value Chain Analysis, three Horizons, S Curve

HOW TO

MANAGE EMERGING COMPLEXITIES



Anticipate and adapt to emerging complexities in advisory roles. Learn to:

- Understand the complexity and change
- Proactively embed adaptive strategies to manage complexities
- Keep an eye on interdependent risks and opportunities

HOW TO

BECOME A STRATEGIC ADVISOR



Transform into a strategic advisor capable of driving outstanding customer experiences and fostering a culture of excellence. Learn to keep:

- Cool Head by providing objective overview
- Warm Heart to cultivate trust-based relationships through, e.g., curious listening
- Active Hands by minimizing surprises