



# **ADVANCED STRATEGIC THINKING CERTIFICATE**

**SHORT PROGRAM  
SYLLABUS**



### HOW TO

#### SOLVE PROBLEMS METHODICALLY



Problem-solving is a mindset to continuously look at the bigger picture and use methodical tools to determine solutions. Learn to:

- See the big picture e.g., using SCQ
- Structure potential solutions, e.g., through Logic Trees and Pyramid Principle
- Prioritize the solutions for action planning

### HOW TO

#### COMMUNICATE STRATEGICALLY

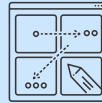


Strategic communication involves formulating simple & structured messages to develop a shared understanding. Learn to:

- Identify the bigger purpose (forest vs. tree)
- Communicate key messages using e.g., MECE & Pyramid Principle
- Write in a meaningful specific way

### HOW TO

#### STORYBOARD STRATEGIC PRESENTATIONS



A convincing strategic presentation is a story intertwined with key messages in a simple structure. Learn to:

- Understand key objectives and audience
- Build a convincing strategic storyboard using e.g., Disney animation technique
- Create meaningful slides using catalog

### HOW TO

#### STRUCTURE STRATEGIC PROJECTS



Strategic project management bridges the gap between a vision and the desired results. A science that's artistically done. Learn to:

- Solve the right problem e.g. via issues trees
- Scope, prioritize and plan activities to develop a realistic implementation plan
- Engage in productive working practices