

Strategic thinking for business leaders

A half-day virtual workshop

In today's fast-paced environment, operational excellence isn't enough — leaders must also think strategically. Strategic thinking enables leaders to anticipate change, spot opportunities, and make decisions that position their teams and organisations for long-term success.

This practical session develops the mindset and skills needed to step back from day-to-day pressures and think more strategically, creatively, and commercially.

Learning objectives

- Understand what strategic thinking means in a leadership context
- Identify common barriers to thinking and acting strategically
- Apply key tools for strategic analysis and opportunity spotting
- Explore how to balance short-term delivery with long-term positioning
- Develop personal action plans to strengthen strategic thinking habits

Session format

Sessions are usually run on Zoom or Teams. Please let us know if you prefer a different platform.

Groups of up to 12 recommended, up to 20 if necessary. Please let us know if you have a larger group and we can tweak the session accordingly.

All participants receive a PDF of the slides, key learning points and pointers to further learning resources.

Sample timetable

9:00	Welcome and introduction <ul style="list-style-type: none">• Why strategic thinking matters for leaders today
9:20	What is strategic thinking? <ul style="list-style-type: none">• Moving beyond tactical and operational mindsets
9:40	Tools and models for strategic analysis <ul style="list-style-type: none">• SWOT, PESTLE, Porter's Five Forces (simple, practical versions)
10:00	Break
10:15	Opportunity spotting <ul style="list-style-type: none">• How to identify strategic opportunities inside and outside your organisation
10:35	Balancing short-term v long-term priorities <ul style="list-style-type: none">• Practical frameworks and leadership trade-offs
10:55	Case study exercise <ul style="list-style-type: none">• Group activity – strategic challenge case study
11:20	Action planning <ul style="list-style-type: none">• Strengthening strategic thinking in your day-to-day leadership
11:45	Key takeaways
12:00	Close