STRATEGIC THINKING

Strategic Thinking is an institutional mindset, a collective way of envisioning your organization and the world differently to build sustainable success.

Strategic Thinking is the foundation for an organization's long range planning process. It is a thought process that leads toward inspiration, creativity, and innovation. This process begins with a sound purposeful vision and mission from which all other operational strategies, plans, and actions are built.

STRATEGIC THINKING WORKSHOP

Strategic Thinking Survey

Clipper & Company has designed a strategic survey to create an in-depth profile of your organization's collective positioning and preparedness to think and act strategically.

Understanding Strategic Thinking

Strategic Thinking is an effective way in determining the direction an organization will take to achieve its vision and direction. Whereas **strategic planning** is the process in developing a blueprint for the work an organization will do to achieve its vision and direction.

The Why, What, and How

When implemented in a collective environment, **Strategic Thinking** will enable everyone in an organization to:

1. Understand the vision, goals, and their specific roles to accomplish it.

2. Make clear collective decisions by building on the why, what, and how of an organization's desired direction.

   a. Why is this direction important?
   b. What does sustainable success look like?
   c. How does an organization collectively identify and develop innovative solutions?
   d. How does an organization measure performance?

Strategic Leadership

Strategic success for an organization is having the ability to keep winning today, tomorrow and the days thereafter. The ultimate test for a leader is not only whether he or she makes smart decisions or takes decisive action; but moreover, who develops team members to become strategic leaders who sustain success.

The overarching goal is to create a **strategic thinking** organization that maximizes diverse thoughts, experiences, and ideas. Even though strategies and tactics will be widely diverse, a collective purpose driven view of the organization is shared by all.

To accomplish this process, **strategic leaders** must:

- Take responsibility to invest time and resources in developing **strategic thinking** skills throughout the entire organization.

- Be able to articulate a clear vision and work with the team to develop a set of core values for the future of the organization. It's impossible to build a **strategic environment**, set goals, and hold teammates accountable if you haven't defined and clearly communicated the organization's core values.

- Engage others, both emotionally and intellectually, to attain different perspectives and ideas for a winning future. Leaders should never make **strategic decisions** in a vacuum. They should constantly seek input to evaluate how other departments might be affected or how the outside world will respond.

Review Strategic Thinking Survey Results

Clipper & Company will share the results of the **Strategic Thinking** survey. This will give the organization's entire team an opportunity to understand their strategic strengths, weaknesses, and opportunities.

The Eleven Principles of Effective Strategic Thinking

These guiding principles will provide the fundamental concepts and tools to build a sustainable culture of **Strategic Thinking** and planning.

1. Recognize the obvious
2. Strengthen and eliminate
3. Preparation
4. Infusing DEI
5. Work-Life balance
6. Simplify and streamline
7. Innovate and disrupt
8. Strengthen lines of communications
9. Authenticity
10. Collaboration
11. Remember

This workshop is designed to enable an organization's entire team to collectively think strategically, prepare effectively, and establish a culture of innovative thinking and long-range planning.

Under a separate agreement, Clipper & Company will provide additional working sessions, if requested.