

# Executive Education

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MELBOURNE  
BUSINESS  
SCHOOL

Developing Strategic  
Thinking and Action

# Developing Strategic Thinking and Action

## PROGRAM SNAPSHOT

**Duration**  
5 days

**Program Director**  
Brandon Lee

**Location**  
Carlton

**Apply now**  
[mbs.edu/dsta](https://mbs.edu/dsta)

Please refer to our website for program dates and fees.

Note: This program is residential where participants stay on campus and participate in workshop activities after hours. The program fee covers tuition, meals and accommodation during the workshop.

Create strategy to bolster your business growth. Together, we will explore the entire strategy process, giving you the practical tools to formulate, communicate and execute strategy that drives sustained competitive advantage for your organisation.

You'll also have the opportunity to delve into your own strategic challenge, receive mentoring and one-on-one feedback, while collaborating with individuals from a variety of commercial and public industries – enriching your learning experience as well as your network.

If you're a manager with strategic responsibility, or transitioning into such a role, this program offers a deep, immersive journey in developing a winning business model.

### Who should attend

- Managers and professionals who are responsible for shaping and developing business strategy.

### Learning outcomes

By the end of the program, you will be able to:

- Gain an integrated perspective of business systems and processes
- Identify, build and maintain a competitive advantage
- Develop cutting-edge strategies
- Communicate strategy effectively
- Align people, culture and structure
- Formulate specific goals

### Program journey

You will emerge with new skills and behaviours, aligned to your learning goals.

### Pre-program preparation

You will be asked to select a strategic challenge, prior to attending the program, to work on during the week-long course. We will provide instructions and guidance beforehand to help you prepare.

Access to program material and networking through our online-learning platform, CANVAS.

### Program

This program explores the following key themes:

Strategic mindset

- What is strategy?
- How to challenge assumptions
- Assessing strategic fit
- Business models and strategy

Strategic thinking and communication

- Identifying the right questions to ask
- Structuring robust investigations
- Developing hypotheses
- Problem framing
- Generating novel recommendations

Strategy analysis

- Industry and competitor analysis
- Assessing resources and capabilities
- Strategic positioning
- Industry evolution and change

Developing winning strategies

- Building and leveraging competitive advantage
- Business model innovation
- Trends analysis and identification of growth opportunities
- Sustainability as strategy
- Shaping your ecosystem
- Evaluating value chain risks and opportunities

Implementing and evaluating strategy

- Issue selling and influence
- Communicating your strategy
- Understanding and leveraging networks
- Becoming an expert
- Stakeholder management

Strategies for ongoing Learning

- Knowledge capture and retention
- Tapping new knowledge flows
- Shaping serendipity
- Reflection and planning

### Learning methods

- **Interactive workshops**, delivered by a strategy specialists, are grounded in academic research to increase your awareness and effectiveness.
- **A simulation**, which crystallises the key challenges leaders face when considering strategic resource allocation for competitive advantage, offers insights into decision-making, group dynamics and individual behaviour.
- **Case studies** provide practical, real examples that translate strategic theory into applicable skills and insights.
- **Syndicate sessions** provide an opportunity to workshop your strategic challenge with a diverse group of senior leaders to discuss problems, unpack challenges and develop solutions.
- **Peer-learning groups** facilitate knowledge sharing, collaboration and feedback to ensure you have a powerful and personal experience that drives results.
- **Reflection** gives you time to identify issues and reflect on your learnings in a broader context to establish the way forward.

### Program Director

#### Brandon Lee

Brandon's areas of expertise include innovation, entrepreneurship, strategic aspects of new market emergence, and environmental sustainability.

Brandon received his PhD at Cornell University and teaches business strategy and management courses at the MBA and Executive levels. He has published in prominent journals such as Administrative Science Quarterly, Strategic Management Journal, Organization Science, and Academy of Management Journal. Brandon has consulted for organizations in the energy, banking, agriculture, energy, and nonprofit sectors and has taught on executive education programs for clients such as IBM, KPMG, USGBORAL, The University of Melbourne, Lloyds, Schneider Electric, Energy Australia, and Janssen.

## PROGRAM JOURNEY

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
<b>PRE-PROGRAM ACTIVITIES</b> (provided approx. 6 weeks prior to program commencement)	8:30 am Program Start				
	 What is Strategy?	 Industry Analysis Case	 Resources & Capabilities Simulation	 Sustainability & Strategy Case	 Participant Presentations
<b>REVIEW</b> Canvas welcome video & program information	 Lunch				
	 Strategic Thinking & Communication	 Industry Positioning & Disruption	 Becoming a Trusted Advisor & Selling Strategic Change	 Shaping Ecosystems Case	Next Steps
<b>COMPLETE</b> Pre-reading articles	 Dinner				
Identify and bring your strategic challenge	 Project Work & Self Directed Learning				
					3:30 pm Final Reflection and Program Close



## CAMPUS LOCATIONS:

### HEAD OFFICE

#### CARLTON

200 Leicester Street  
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