

For More Information:

tear off and return via fax or mail

Name _____

Address _____

Phone _____

Email _____

Nature of your business

Professional services Retail
 Consumer goods Non-profit
 Health Care Technology
 Other

I would like information on:

- 2-day facilitated Strategic Thinking
 5-day train-the-trainer
 Customized consulting
 Informational presentation to management
 2-hour "test drive"



What can Strategic Thinking do for you?

✓	It would be great if Strategic Thinking could: <i>(Check all that apply to your company)</i>
<input type="checkbox"/>	<i>Lead us to high quality thinking and decision making</i>
<input type="checkbox"/>	<i>Help frame logical and compelling arguments, persuasive presentations</i>
<input type="checkbox"/>	<i>Assure that we cover all areas critical to good decisions</i>
<input type="checkbox"/>	<i>Give us great confidence in our answers, solutions and decisions</i>
<input type="checkbox"/>	<i>Help allocate scarce resource allocations, choose among difficult constraints</i>
<input type="checkbox"/>	<i>Unite people around common objective</i>
<input type="checkbox"/>	<i>Lead us to unique solutions to internal and external problems</i>
<input type="checkbox"/>	<i>Provide a disciplined framework for communications</i>
<input type="checkbox"/>	<i>Drives us to articulate a business rationale for all decisions and actions</i>
<input type="checkbox"/>	<i>Cause us to create and weigh options before selecting solution</i>
<input type="checkbox"/>	<i>Drive us to base reasoning on facts and data</i>
<input type="checkbox"/>	<i>Lead to a competitive advantage</i>
<input type="checkbox"/>	<i>Help us capitalize on creativity</i>
<input type="checkbox"/>	<i>Frame opportunistic decisions in strategic plans</i>

BRUNS LEADERSHIP CONSULTING

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Strategic Thinking

Better planning for your future



Bruns Leadership Consulting

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When is Strategic Thinking Important?

- ✚ *writing targeted customer proposals and business plans*
- ✚ *team chartering, improving team performance*
- ✚ *completing a strategic plan for your department or area*
- ✚ *initiating a taskforce*
- ✚ *writing proposals*
- ✚ *problem solving*
- ✚ *thinking through complex business situations*

Successful users of Strategic Thinking

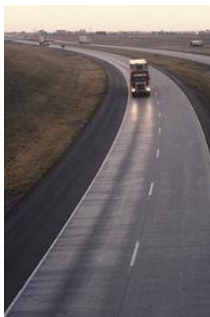
Senior Management Leadership Teams

Non-profit boards

Divisional functional teams

Community groups

Owners and principals



What is the Strategic Thought Process?

Creating a Strategic Advantage in Business

- P** PURPOSE
Developing & Identifying:
- A Purpose Statement
 - Key Objectives
 - Desired Outcomes
- S** SITUATION ASSESSMENT
External & Internal Environmental Scan
- Data Gathering
 - Analysis
 - Conclusions
- O** OPTIONS
Generating & Evaluating Options Based Upon Relevant Data
- R** RECOMMENDATIONS
Crafting a Compelling Recommendation From Identified Options
- T** TACTICS
Creating & Implementing A Governing Action Plan

An Overview of Strategic Thinking

- ✚ *General business management process useful across a full range of business management activities*
- ✚ *5-steps to structure your analysis, conclusions & recommendations*

Why is Strategic Thinking needed?

1. Competition
2. Technology
3. Uncertainty
4. Time pressure
5. Workforce changes
6. Talent retention
7. High-cost outsourcing
8. Profit pressure
9. Need for speed

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