

UTS:SHORT COURSES

www.business.uts.edu.au/edu

Effective Strategy Conversations

This course provides an integrative framework for improving the discussion and communication of strategy within organisations.

Participants will gain:

- A coherent framework for strategy
- An opportunity to apply this framework to their own organisation
- Enhanced skills in strategy communication

Program

Topics covered will include:

- The Why of Strategy: stretching objectives and checking reality
- The Where of Strategy: hard audits of relative market opportunity
- The What of Strategy: proving competitive advantage
- The Which of Strategy: choosing what not to do.

What makes the program unique?

- Focus on interactive conversation
- Direct application to participants' organizations
- Emphasis on coherent and communicable overall framework rather than piecemeal techniques

Further Information

Enrolment enquiry

Tel: 02 9514 2913

Email: shortcourses@uts.edu.au

Course content enquiry

Tel: 02 9514 3504

Email: executive.development@uts.edu.au

Who Will Benefit?

This program is particularly useful for:

- Middle and senior managers with strategy responsibilities
- Strategic planners and consultants working with non-strategy specialists
- Private, public and not-for-profit organizations.

This training course may contribute to your CPD (Continuing Professional Development) requirements.

Richard Whittington

MA (Oxon), MBA (Aston) and PhD (Manchester).

Richard Whittington is Professor of Strategic Management at the University of Oxford. He has held full or visiting positions at Harvard Business School, HEC Paris, Imperial College London, Toulouse University 1 and Warwick University. He is co-author of Europe's largest selling strategy textbook, *Exploring Corporate Strategy*, and a winner of the Management Consulting Association's book prize. He has been involved in consulting or executive education with many organizations, including BAE Systems, the Institute of Directors, KPMG, Lloyds, McKinsey, Saatchi and Unilever

Course Details

Program Dates

Duration

1 day

Price

\$1100 + GST

Discounts

15% for 3+ enrolments
10% for UTS Alumni

Presenter

Richard Whittington

Location

City/Haymarket Campus

Max. Enrolments

25

Entry Requirements

None