

UTS:SHORT COURSES

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Strategic Management Practice in Changing Times

When it comes to strategy, is your organisation a leader or a follower? Do you make strategy or simply follow the crowd? The current global socio-economic environment brings with it unprecedented challenges for the design, implementation, execution and management of strategy. People responsible for the strategic direction and long term sustainability of an organisation need to understand that yesterday's recipes may not always work in changed times. If you believe in being innovative, or if you are a person who challenges the status quo – and know when it is time to lead, and when it is time to follow – then this program is for you.

Strategic Management Practice will be delivered by Professor Stewart Clegg, one of the world's leading management scholars, with his co-authors and colleagues Tyrone Pitsis and Jochen Schweitzer, along with input from leading strategic thinkers (www.strategytube.net). This course has been designed to equip you with the core strategic capabilities and knowledge that will enhance your ability to design, implement and manage the strategic direction of your organisation, not only to cope with growing global uncertainty but to expertly shape the organisation's future as well.

This two-day course aims to broaden and build knowledge and skills in:

- Fundamental theories and approaches in strategy
- The evolving conception of strategic management as a complex social science
- Strategies to enhance and intensify value
- How to design organisations that evolve dynamically.

Who Will Benefit?

This course is particularly useful for:

- Corporate executives
- Business leaders
- General managers
- Aspiring and established strategic managers
- Strategic professionals
- Senior managers in public, private and not-for-profit organisations.

Customised to Suit Participants

A short survey will be sent to all participants before course commencement so that practical exercises can be customised for maximum practical application and relevance.

Program

Day One

- 09.00 - Introduction
- 09.30 - Session 1: What is strategy?
- 11.00 - Break
- 11.15 - Workshop 1: Making sense of strategic uncertainties
- 12.30 - Lunch
- 13.30 - Group dialogue
- 14.00 - Session 2: Planning the future in turbulent environments
- 15.00 - Break
- 15.15 - Workshop 2: Drop your tools!
- 16:00 - Group dialogue
- 17.00 - Day one ends.

Day Two

- 09.00 - Session 3: Framing the future
- 11.30 - Break
- 11.45 - Workshop 3: Future perfect strategy
- 12.30 - Lunch
- 13.30 - Feedback on Workshop 3
- 14.00 - Session 4: Change leadership
- 15.00 - Break
- 15.15 - Workshop 4: Strategy implementation
- 16.15 - Group dialogue
- 16.30 - Lessons learned
- 17.00 - End of program.

Course Details

2012 Dates

Duration

2 day (8.30am-5.30pm)

Price

\$1,800 (GST-free)

Discounts

10% - UTS staff & students
15% - 3+ enrolments

Presenter

Prof Stewart Clegg,
Dr Tyrone Pitsis and
Dr Jochen Schweitzer

Location

City/Haymarket Campus

Max. Enrolments

30

Entry Requirements

None

Further Information:

Enrolment enquiry:

Tel: 02 95142912

E: short.courses@uts.edu.au

Course content enquiry:

Tel: 95143504

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About the Presenters

Prof Stewart Clegg

BSc(Hons) (Aston), PhD (Brad), FASSA, DMANZAM

Stewart Clegg, recently recognised by Harvard Business Review as one of the world's top-200 management gurus, is Research Professor and Director of the Centre for Management and Organisation Studies Research at the University of Technology, Sydney. Stewart is a Visiting Professor of Organizational Change Management, Maastricht University Faculty of Business, as well as the Vrije Universiteit of Amsterdam, where he is Visiting Professor and International Fellow in Discourse and Management Theory, Centre of Comparative Social Studies. He is also a Visiting Professor at Copenhagen Business School and EM-Lyon.

A prolific publisher in leading academic journals in social science, management and organisation theory, Stewart is the author and editor of over 40 books, including *A Very Short, Fairly Interesting, Reasonably Cheap Book About Studying Strategy*, which was published by Sage in 2008.

Dr Tyrone Pitsis *PhD Mgt (UTS), BSocSc (Psych) (Hons) (UNSW)*

Tyrone Pitsis is Faculty Reader in Organisational Behaviour, and his impact has been recognized internationally in the field of positive psychology at work, not only in publications and citations but also by a number of high-profile media interviews in the USA and Australia on positive psychology at work. Together with Stewart Clegg, Tyrone has worked on several research grants funded by the Australian Research Council and co-authored the best-selling *Managing and Organizations: An Introduction to Theory and Practice*, which was published by Sage in 2008.

Tyrone has developed a unique strategic capability in the analysis of collaboration, alliances and projects and has made significant contributions to the field of leadership and organizational wisdom. He has consulted to a number of public and private sector organisations on leadership strategy. He has coached the UTS team to first place in the Boston Consulting Group Strategy competition and is now coaching an Australian Team for the University of Washington's Global Social Entrepreneurship Competition. In a former life Tyrone worked as an Executive Chef in a number of award-winning restaurants.

Dr Jochen Schweitzer *PhD (UTS), Dipl. Wi-Ing. (FHWT)*

Jochen Schweitzer is a lecturer in the Faculty of Business and a researcher at CMOS, the Centre for Management and Organisation Studies at UTS. Previously he worked as a management consultant advising firms like Vodafone, GE-Capital, Ford, Volkswagen, Telefonica, Sonera, Nortel, and T-Mobile in strategy development, business transformation and the management of organisational change.

Jochen's research focuses on questions of strategic management and the role of governance, managerial behaviour and capability development in enhancing organisational performance, it is applied, eg. in the context of innovation, strategic partnerships, and the management of creative organisations and service businesses. His work has been published in academic journals and books; together with Stewart Clegg, he co-authored "*Strategic Management: Theory and Practice*" (Sage 2011)

At UTS Jochen teaches in the Executive Development, MBA, Master of Design and the Bachelor of Business and Design programs.