

CERTIFICATE IN STRATEGY & CRITICAL THINKING



In the volatile, uncertain, complex and ambiguous (VUCA) world we live in today, competitors and customers have become unpredictable and industries amorphous. Given this and the notion that sustainable competitive advantage is either dead or dying, the ability to think critically and lead strategically has never been more important. Being able to do our best thinking in any situation and to execute strategically in a dynamic new environment is critical.

Certificate in Strategy & Critical Thinking

1. Introduction / Overview – 1.5 hours
2. Leading Strategically - 1 day
3. Leading Strategically in a Digital World - 1 day
4. Critical Thinking in Strategy - 1 day

A certificate will be issued upon successful completion of this online program (i.e. written assignment, attendance, participation). There will be approximately 1-2 hours of pre-work required in advance of each session.

Certificate Fees

The fee for this program is \$1,800 + HST and the group registration rate for 2 or more people is \$1,650 + HST per participant. The fee includes all modules and course materials. There is an assessment component to this program to ensure the program goals and objectives are met. Details will be provided by the instructor.

Who Should Apply

Leaders and aspiring leaders who want to make a positive difference by sharpening their skills in strategic leadership and critical thinking, then apply them in a practical manner in their current and future roles.

IMix: GUIDING THE LEADERS OF TOMORROW

Register & learn more at:
uoft.me/IMix-strategy-critical-thinking



Instructor

Kevin Yousie is an Assistant Professor, Teaching Stream, in the Institute for Management & Innovation at the University of Toronto, where he teaches General Management and International Business in five graduate programs as well as two undergraduate programs. His particular area of focus is Strategic Management. He is Chair of U of T's annual tri-campus IMI Big Data and Artificial Intelligence Competition. His contributions have been recognized with the MMPA Faculty Award as well as with the University of Toronto's Institute for Management & Innovation "Faculty Award for 2020". He has served on boards and has been actively engaged in consulting for more than twenty years.

His client list now includes more than 70 organizations including Fortune 500 companies, large international banks, pension funds, insurance companies, regulators, credit union organizations, as well as not-for-profit and philanthropic organizations largely within the sustainable economy sector.

Module Descriptions

Online Modules	Learning Outcomes
Orientation / Introduction March 23, 2023: 9 am - 10:30 am	This orientation / introduction session will be very helpful in preparing participants for the three modules that will follow. It will frame and provide context for each module, establish norms for the program, provide an opportunity for participants to begin to interact with one-another, and clarify what is expected from the participants.
Leading Strategically March 30, 2023: 9 am - 4 pm	<i>Strategies without action count for nothing.</i> Formulating strategies then successfully implementing them, often through or in collaboration with others, is what achieves results. This is not an easy task in our rapidly changing environment. This module adopts a pragmatic and practical approach to Strategic Management. It explores the frameworks, tools and approaches used in formulating strategies, but also focuses on how to get traction on them and implement successfully in collaboration with others.
Leading Strategically in a Digital World April 7, 2023: 9 am - 4 pm	<i>The Fourth Industrial Revolution</i> is underway powered by new digitally enabled technologies and it is rapidly reshaping how we live and work. This module explores a number of the technologies that are facilitating this change as well as the implications they will have on how organizations formulate strategy, implement strategy, and organize themselves in a digital world. New thinking with respect to Strategic Management concepts and approaches will be explored with a view to ensuring participants acquire tangible ideas they can use in their current and future roles.
Critical Thinking in Strategy April 13, 2023: 9 am - 4 pm	How we perceive and think in specific situations influences the actions we take and can determine the outcomes we create for ourselves and for others. This module examines how the way we perceive and think influences the strategic choices we make and the consequences we create as a result. It explores current concepts and approaches with respect to Critical Thinking and also builds upon the material covered in the prior two modules. The focus is on ensuring participants acquire tangible ideas, tools and concepts they can apply.

This program will be delivered online with short morning and afternoon breaks along with a 1-hour lunch break.

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