



Institute for Management & Innovation  
**UNIVERSITY OF TORONTO**  
MISSISSAUGA

## **IMix Course Overview**

**Title: Winning Strategy**

**Length: 1 day**

### **Rationale/Purpose of the course:**

- **What does the course/module seek to achieve?**
  - You will be actively engaged you in exploring the critical questions that need to be considered in developing and successfully implementing a winning strategy. You will have a practical, hands-on opportunity to apply strategy frameworks, concepts, and processes from the field of strategic management to your organization's unique situation. In today's world of rapid change, interdependency, and amorphous industry definition, developing and successfully executing winning strategies has become more challenging and complex
- **Why is the course important?**
  - A strategy is a sequence of contingent choices. However not all choices are the outcomes of decisions and not all decisions are strategic. A "winning strategy" implies making better strategic choices. It is about the choices that leaders make using uncertain information as they strive to achieve optimal economic and non-economic consequences for their organizations relative to their competitors.
- **Who should attend?**
  - No matter where you are in your career, this program will assist you in enhancing and implementing your winning strategy. It will be of particular interest to those involved in leading strategy.

**Instructor:** Kevin E. Yousie, Assistant Professor, Strategic Management and Consultant

### **Issues/Topics to be covered:**

- A framework for strategy - five questions at the heart of every winning strategy.
- The human side of strategy - how to facilitate the strategy process, engage others, and build commitment to the plan.
- An approach for identifying "strategic" issues from tactical or operational ones.
- A broad but integrated range of strategy tools and frameworks, how to derive value from them, and how to apply them in an efficient manner.
- The relationship between strategic plans, operational plans and budgets, scorecards and workplans.

### **Modes of instruction (interactive sessions, case discussions, workshops, role-playing):**

- This will be a very engaging session employing a combination of methodologies (e.g. discussion, lecture, video, small group discussions, individual participation, development of an individual plan of action).

\*This course is a requirement for the Certificate in Strategy & Innovation and Certificate in Strategy & Critical Thinking