

# Strategic Thinking

Pure & Simple

*Out-think, Out-do, Out-pace  
Competitors and Achieve  
Sustainable Supremacy*

**Strategic Thinking is not strategic planning.** A clear, well-articulated strategy defines the corporate mission for those charged with carrying it out. Unfortunately in most companies the strategy resides solely in the head of CEO or in a leather-bound report that sits on the shelf collecting dust. As management attempts to implement the strategy, the organization zigzags from event to event, lacking clear direction. The company loses momentum. Resources are wasted.

## A Proven, World-Class Process for Formulating the Game Changing Strategy

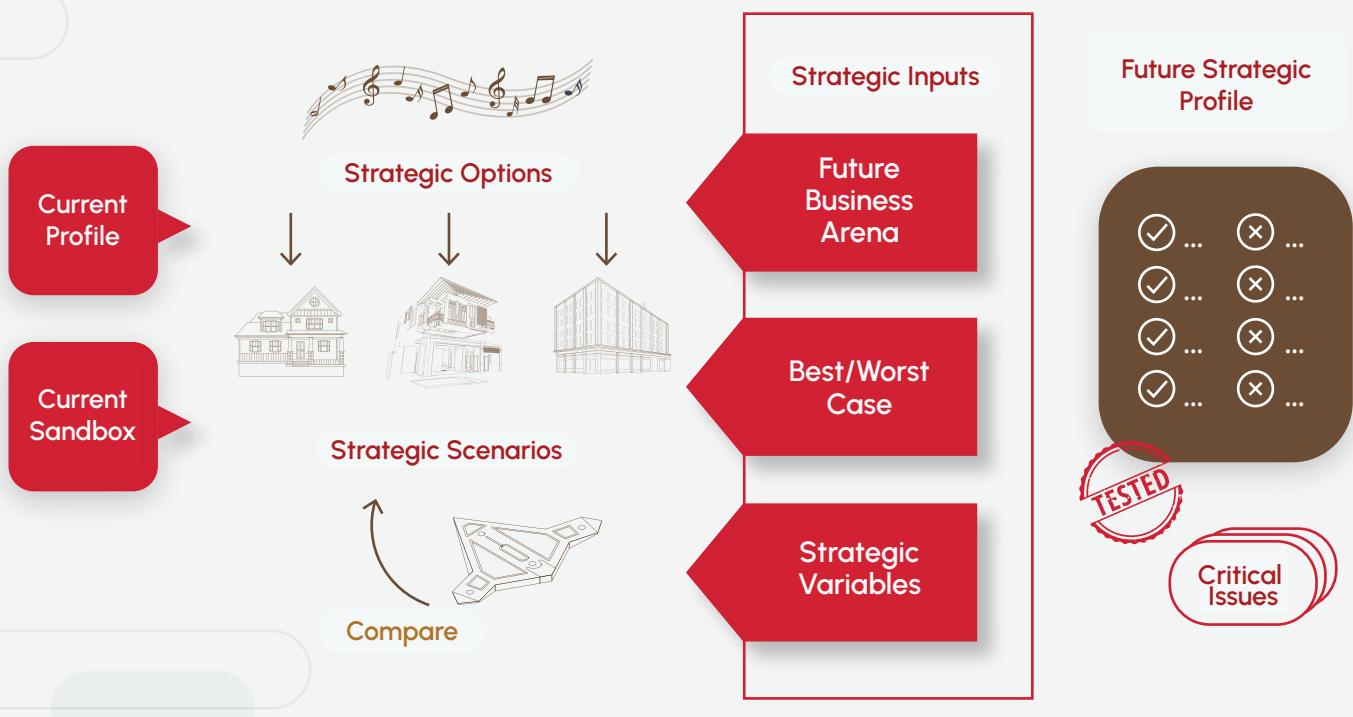
Since 1980, the founders of Decision Processes International (DPI) has worked closely with and observed the thought processes of skilled strategic thinkers – CEOs of successful major companies around the world – to codify and create the Strategic Thinking Process. Strategic Thinking Pure & Simple gives top and senior management a powerful, repeatable process to think, act strategically, and implement effective corporate strategies to achieve desired supremacy over competitors. The immediate result is a concise, measurable, and repeatable strategy that is clearly understood and supported by those who will make it happen.

## Learning Map



**Strategic Thinking Pure & Simple** is a living, breathing process that enables senior management to formulate a strategy together to debate the key issues, evaluate the internal and external environments the organization will face, forge a meaningful strategic profile for the future of the company that all agree upon, and build an action plan to deploy the strategy effectively in a timely manner.

## DPI SPI's Strategic Thinking Process:



## As a result of this session, participants will be able to:

### Current Profile and Current Sandbox

Achieve a common wide and deep understanding of the business and its sandbox.

### Strategic Options

Evaluate opportunities according to a clear "strategic filter" from internal and external environment.

### Strategic Scenarios

See the possibilities in different scenarios and compare them with the Future Strategic Profile.

### Strategic Inputs

Get a clear outlook of Future Business Area, best/worst cases, and strategic variables.

### Future Strategic Profile

Formulate a strategic profile for the future of the company and test it to ensure its supremacy.

### Critical Issues

Identify the issues and prepare contingency plans to ensure the effectiveness of deployment.