



# *Creative Strategic Thinking* *Two-Day Open Course* *Overview*

# Creative Strategic Thinking

## open course

*Demystify creativity and strategic thinking and expand your skillset!*

This creative strategic thinking course is for anyone involved in developing strategic objectives, implementing strategy or who has a project or initiative that needs a boost of creativity.

We'll support you through the steps of effective strategic planning and strategic analysis to achieve grounded and measurable outcomes with a practical framework.

You will leave after successful completion with a greater capacity to be creative without being hampered by the fear of failure or judgement.

You'll be able to make strategic plans and organisational strategies that can be implemented with confidence and gusto to achieve your business goals!

The content of each workshop will be shaped around the needs of the delegates, making the work relevant and practical.\*

*Ahead of the course, we'll provide pre-course preparation to get juices flowing and the mind focused...*

*This course will help you with:*

- **Brainstorming**
- **Ideas Generation**
- **Vision and Strategic Goals**
- **Future Strategy for Business Growth**
- **Managing Obstacles**
- **Risk Assessment and Creative Solutions**
- **Flexible Strategies**
- **Contingency Plans**
- **Next Steps**

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## *\*Course Content*

### **Defining Creative Strategic Thinking**

- Demystify creativity and strategy
- Break thinking patterns
- Delay the rush to solution

### **The Creativity Workout!**

- Bend, stretch, pummel and free up your creative muscles

### **Well-Known Visions**

- Well-known visions from business people and beyond
- Explore commonalities
- Define your vision framework for your business model

### **Vision, Mission and Strategy**

- Linking vision, mission, business objectives and strategy
- Defining your strategic objectives and expectations
- Working on your business initiative

### **Gaining Perspective**

- Assess your initiative with crucial thinking
- Plan contingencies and conduct market analysis
- Consider outside influences from an external environment and market trends
- Set higher aspirations for business growth

### **Lateral Thinking and Brainstorming Tools**

- Generate new ideas for business goals
- Find creative solutions
- Disrupt obvious ways of thinking in a dynamic business environment

### **Vision**

- Importance of having a vision
- Motivation, collaboration and productivity
- Evaluate goals, operational plans and long-term objectives

### **Making Plans**

- Elements of a great practical strategy
- Raising your creative and strategic 'game'

### **What If...?**

- Common reactions to new initiatives
- Disrupt predictable thinking and stale business processes
- Potential risks, obstacles and blockages
- Plan simple, doable actions

### **Creating a Plan for the Possible**

- Qualities of a Creative Strategic Thinker
- Redefining the conceptual thinking framework
- Which qualities do you have and which can you develop?

# Creative Strategic Thinking open course

## Logistics

### Attending in person

**At: Impact Factory**

Suite 121 Business Design Centre

52 Upper Street, London N1 0QH

[Find Us Here](#)

*Please use postcode [N1 0PW](#) if using Satnav and Google maps, which will take you to the front entrance of the building on Upper Street*

*Coffee will be served from 9:30am and lunch around midday.*

### Attending remotely

A **Zoom invite** will be sent to you by your trainer by 9:30am on the morning of your course.

- This is a **video-on** session – it will ensure that you get the most out of the training so please come prepared to have your video on if at all possible
- Bring a pen, paper and a coloured marker/felt-tipped pen (if you have one)
- Please join from a laptop or desktop computer, not from a phone
- Please dial in 10 minutes before our start time so you can test your audio and video

**Course Time: 10:00am – 5:00pm**

*All of our open courses are delivered in a Hybrid format and delegates can change their mode of attendance from the original booking with up to one working day's notice.*

# Contact details



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