

FALL 2024

STRATEGIC THINKING PROGRAM



SFU

BEEDIE
SCHOOL OF BUSINESS



LEARN TO THINK LIKE A STRATEGIST

In today's complex business environment, strategic thinking is essential for organizational success. The Strategic Thinking Micro-credential program empowers individuals across various roles and industries to develop and implement effective strategies by addressing inherently un-strategic human biases and organizational tendencies. This program, centered around key strategic frameworks and principles, enables participants to broaden their perspectives, prioritize

effectively, and integrate efforts through deliberate practice and interactive methods.

The Strategic Thinking program has been designed to equip participants with the tools and techniques needed for strategic success. Participants will engage in role-playing and simulations to foster competitor mindfulness and strategic awareness, enhancing their ability to craft coherent strategies for their organizations.

The Strategic Thinking program is ideal for professionals at various levels who are involved in strategic planning and decision-making within their organizations. This includes managers, team leaders, consultants, and aspiring leaders who wish to enhance their strategic thinking capabilities. Participants will explore the core principles of how to think strategically and practice techniques to counteract cognitive biases and organizational inertia, helping them drive impactful results.

ABOUT SFU BEEDIE

SFU's Beedie School of Business is a dynamic institution delivering cutting-edge research and education programs across three British Columbia campuses. We pioneered Canada's first Executive MBA and the first Indigenous Business Leadership EMBA in North America. Accredited by AACSB and EQUIS, our reputation for innovation, social responsibility, and global perspective is recognized worldwide. Our alumni network spans 80 countries and comprises more than 30,000 successful graduates.

#1

COMPREHENSIVE UNIVERSITY IN CANADA

14 out of the last 15 years (as of 2023), according to Maclean's Magazine

#1

UNIVERSITY IN CANADA FOR SUSTAINABLE CITIES AND COMMUNITIES

by Times Higher Education (THE) 2023 rankings

#1

UNIVERSITY IN CANADA FOR ENTREPRENEURIAL SPIRIT AND INNOVATION

according to the 2023 World University Rankings for Innovation

1%

OF BUSINESS SCHOOLS
worldwide have
AACSB and EQUIS
accreditation



STUDY IN THE HEART OF THE CITY

SFU BEEDIE HARBOUR CENTRE TOWER

The Executive Education Department of SFU Beedie School of Business is located on the 28th floor of Harbour Centre Tower in Vancouver. This prime location offers breathtaking panoramic views of Vancouver Harbour and downtown Vancouver. The space includes a remarkable room designed to host events, classes, and programs, all while enjoying these stunning vistas. Conveniently accessible via public transit, this location ensures a seamless commute.



SFU'S SEGAL GRADUATE SCHOOL

The FT MBA program is delivered at SFU Beedie's Segal Graduate School in the heart of downtown Vancouver. The 60,000 sq. ft. space boasts state-of-the-art classroom and meeting room facilities. The campus's central location makes commuting convenient and helps integrate you into the local business community. Moreover, Vancouver's vibrant dining and entertainment scene offers ample opportunities for after-class socials. With access to mountains, beaches, and parks, you can enjoy a diverse range of outdoor activities and retreats just a short drive away from campus.



LAND ACKNOWLEDGEMENT

Simon Fraser University respectfully acknowledges the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh úxwumixw (Squamish), səliiʷətaʔt (Tsleil-Waututh), ǵíćəy̓ (Katzie), kwikʷəłəm (Kwikwetlem), Qayqayt, Kwantlen, Semiahmoo and Tsawwassen peoples on whose unceded traditional territories our three campuses reside.



A FRESH PERSPECTIVE

PROGRAM OBJECTIVES

At the end of the program, participants will be able to:

- **Enhance Competitor Mindfulness:** Develop the ability to anticipate and respond to competitive moves through role-playing and simulations.
- **Broaden Perspectives:** Gain insights into diverse strategic thinking principles that help expand your strategic outlook.
- **Effective Prioritization:** Master techniques to prioritize initiatives and actions effectively within an organization.
- **Integrate Efforts:** Learn how to align and integrate various efforts within your team or organization to achieve strategic coherence.
- **Counteract Cognitive Biases:** Understand and practice methods to recognize and overcome inherently un-strategic cognitive biases in decision-making.
- **Apply Strategic Thinking principles:** Engage in practical exercises and simulations to apply strategic thinking concepts in real-world scenarios.

Get ready to network and interact with peers and participate in faculty-led sessions, case studies, discussion boards, and applied activities for a comprehensive learning experience.

Participants will apply their acquired knowledge through active engagement in strategic thinking exercises and simulations. These activities will be enriched by constructive evaluations from peers and seasoned faculty, collectively enhancing the depth and effectiveness of the learning experience.

Through collaborative projects, you will get to practice making strategic decisions and integrating actions, culminating in team presentations during the final week of the program. This project aims to enhance their practical understanding of strategic thinking and prepare them for real-world application in their professional roles.

ANDREW VON NORDENFLYCHT, PhD

ACADEMIC DIRECTOR, EMBA

ASSOCIATE PROFESSOR, STRATEGY / BUSINESS AND SOCIETY

Andrew von Nordenflycht is Associate Professor of Strategy and Academic Director of the Executive MBA program at the Beedie School of Business at Simon Fraser University in Vancouver. He publishes research on the challenges of governing and managing professional services firms. He consults with executives on strategic thinking and has worked with firms in real estate brokerage, engineering consulting, investment advisory, advertising, law, and software development. He received a BA from Stanford University and a PhD from the MIT Sloan School of Management.



PROGRAM STRUCTURE

This 6-week micro-credential program includes four in-person sessions at SFU Vancouver downtown campus, two online synchronous sessions, and asynchronous course material. Sessions provide faculty-led content, case studies, discussion boards, and applied activities. The total time commitment is approximately 4-5 hours per week.

OCTOBER 29 – DECEMBER 3 6 WEEKS		
<p>PROGRAM WEEKS</p> <ul style="list-style-type: none"> • Week 1: Tuesday, October 29 • Week 2: Tuesday, November 5th • Week 3: Tuesday, November 12th • Week 4: Tuesday, November 19th • Week 5: Tuesday, November 26th • Week 6: Tuesday, December 3rd 	<p>SYNCHRONOUS SESSIONS</p> <ul style="list-style-type: none"> • In-person Session 6:00 PM – 8:00 PM • Online Session 12:00 PM - 2:00 PM • In-person Session 6:00 PM – 8:00 PM • In-person Session 6:00 PM – 8:00 PM • Online Session 12:00 PM - 2:00 PM • In-person Session 6:00 PM – 8:00 PM 	<p>TEAM PROJECT</p> <p>The team project in the Strategic Thinking Program focuses on collaborative strategic decision-making and action integration. This project enhances practical understanding and prepares participants for effective strategic roles within their organizations.</p>

PROGRAM COST

The Strategic Thinking Program is available for CAD 2,200 plus GST, covering the entire program, including a non-refundable application fee of \$75 CAD.

CONNECT WITH OUR TEAM

To connect with one of our team members, please contact us at: execed@sfu.ca.
Application Deadline: October 1, 2024.

A PROGRAM CERTIFICATE WILL BE AWARDED WITH THE SUCCESSFUL COMPLETION OF THE PROGRAM.

APPLY NOW



Simon Fraser University
BEEDIE SCHOOL OF BUSINESS

Executive Education
555 West Hasting Street
Vancouver, BC Canada
V6B 4N6

Tel: 778 782 6947
Email: execed@sfu.ca

<https://beedie.sfu.ca/programs/executive-education/>



Simon Fraser University respectfully acknowledges the x̱məθḵw̱əy̱əm (Musqueam), Sḵw̱x̱wú7mesh Úxwumíxw (Squamish), sə́lilw̱ətaʔl (Tsleil-Waututh), q̱íćəy̱ (Katzie), ḵw̱íḵw̱ə́ləm (Kwikwetlem), Qayqayt, Kwantlen, Semiahmoo and Tsawwassen peoples on whose unceded traditional territories our three campuses reside.