

# Strategic Planning and Leading Change

Establish the winning conditions for successful strategic planning and organizational change

 14-HOURS REMOTE LEARNING

You've gained valuable experience  
and you have higher aspirations.  
Take the next step. We're ready  
when you are.



**Smith School of Business** is renowned for excellence, innovation and leadership in business education. From establishing the first undergraduate business degree a century ago, to founding the first university-level Executive Education Centre in the Canadian market, Smith School of Business is at the forefront of preparing participants and students for the marketplace.

#### SMITH SCHOOL OF BUSINESS BY THE NUMBERS

**3,200**

STUDENTS  
ANNUALLY

**26,000+**

ALUMNI ACROSS  
THE GLOBE

**120**

AWARD-WINNING  
FACULTY AND  
PROFESSORS

**8,000**

APPLICATIONS RECEIVED  
ANNUALLY FOR **500**  
SEATS IN CANADA'S  
MOST PRESTIGIOUS  
UNDERGRAD PROGRAM

**15**

GRADUATE  
PROGRAMS  
AND ONE PHD  
PROGRAM

**120+**

PARTNERSHIPS  
WITH INTERNATIONAL  
BUSINESS SCHOOLS

## Strategic Planning and Leading Change

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# Your organization's strategic plan is its game plan for change.

This program will enable you to develop and implement a focused and action-oriented strategic plan to drive successful change and, more importantly, establish the conditions for long-term success.

Today's fast-paced business environment renders much of the conventional wisdom surrounding managing change outdated, and in some cases, downright dangerous. It's no surprise that most attempts at organizational changes (culture change, integrating acquisitions, launching new products, or integrating new IT platforms) end in failure.

To beat the odds, it is imperative to establish the winning conditions. This program will help you identify and implement these very elements – guidance, speed and momentum – and develop the execution plan to drive their implementation.

### Learning Objectives / Key Takeaways

This program will enable you to:

- Develop a focused and practical strategic game plan for change
- Understand and leverage the current strategy within the company
- Establish the winning conditions for successful organizational change
- Move from awareness to tangible change outcomes
- Diagnose the challenges associated with organizational change

### Available Via Live Remote Delivery

Attend the program from anywhere, engaging with instructors and fellow participants through our dynamic online learning platform.



This program is designed for managers and executives who are looking for fresh perspectives on strategy and organizational change.



# The program is divided into two themes:

## Creating the game plan for change:

- Correctly diagnosing your specific change challenge
- Designing your planning process to maximize buy-in to and understanding of the changes you need to make
- Creating an executable game plan – one that drives accountability, effort, and results
- Aligning resources and activities to demonstrable and tangible outcomes

## Establishing the winning conditions for success:

- Using project management techniques and discipline to enable implementation
- Communicating your 'change' story
- Understanding what it takes to effectively lead change efforts
- Creating speed and establishing momentum around change efforts
- Leveraging the 'human flywheel' to its fullest



## Location

Participate live from anywhere via our dynamic online learning platform.

## Pricing

\$1,950 plus HST



## A Recognized Symbol of Excellence

Participants who complete the program earn a Strategic Planning and Leading Change program certificate.



## Personal Benefits

- Learn how to recognize the need for change in your organization or department
- Move from awareness to tangible change outcomes
- Define the essential tools for implementing change
- Discover how to realign resources appropriately through an organizational change

## Organizational Benefits

- Gain knowledge on how to form and deliver an effective change strategy
- Understand and leverage your organization's current strategy
- Be better positioned for successful change initiatives

## Session Leaders

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### **Elspeth Murray**

*Associate Professor, Associate Dean of MBA and Masters Programs, and Director of the Centre for Business Venturing and CIBC Faculty Fellow in Entrepreneurship, Smith School of Business*

Elspeth teaches on many MBA and Executive Education programs, and consults widely with a diversity of firms in the private and public sector. She has co-authored a best-selling book, *Fast Forward: Organizational Change in 100 Days* with Peter Richardson, and co-developed the Analytics Climate Assessment Tool (ACAT), which is used to assess organizations technological capacity, skill sets, and analytics culture. Her current research is focused on best practices in leading and managing change to create an analytics culture.



### **Peter Richardson**

*Professor, Strategic Management, Smith School of Business*

Peter has been a faculty member of the School of Business for over 40 years. He teaches both introductory and advanced strategy courses in the School of Business on the Executive MBA programs and on a number of the School's Executive Education programs. Peter consults widely with both public and private sector organizations, working closely for extended periods with senior executives on strategy development and deployment.

*Session leaders are subject to change.*





## QUEEN'S EXECUTIVE EDUCATION BY THE NUMBERS

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**36,000+**

ALUMNI OF OUR EXECUTIVE  
EDUCATION PROGRAMS

**95%**

OF PARTICIPANTS WOULD  
RECOMMEND TO A  
COLLEAGUE OR FRIEND

**5,000+**

ORGANIZATIONS HAVE SENT  
MANAGERS AND EXECUTIVES  
TO OUR PROGRAMS

**70+**

COUNTRIES FROM WHICH  
MANAGERS AND EXECUTIVES HAVE  
PARTICIPATED IN OUR PROGRAMS

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Smith School of Business is an Employer Partner  
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*Information in this brochure is accurate at time of publication.*

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