STRATEGY

Case for Sponsorship

Ranks Queen’s #1 in Canada for Executive Education
Why You Should Send Your Up and Coming Managers to Queen’s Strategy Program

Queen’s Strategy Program is an intensive 5-day immersion in strategic planning, execution and risk management that will change the way you think about your business.

Setting the right strategy and making it happen are vital to the success of any organization. While it is true that most organizations create strategic plans, it is also true that many of these plans fail. Why? There are many reasons – a bad process, lack of involvement of key stakeholders, the wrong focus, or simply a failure to implement effectively.

Our uniquely structured and disciplined approach, which has been widely adopted in both the private and public sectors, will help you shape the future of your business, and create strategic plans that are flexible and responsive to changing market conditions.

In the program, participants will learn to:
• Create an effective strategic planning process and assess a variety of strategic planning frameworks
• Change the way you think about your business and challenge conventional wisdom
• Draft a strategic plan that addresses your organization’s competitive challenges and capitalizes on opportunities while minimizing risk
• Focus organizational resources on the rapid deployment of the plan, and lead deep organizational change

As well, you will be demonstrating commitment to your employees, and contributing to a culture of mutual support and loyalty. Sponsoring an employee in Queen’s Executive Education programs is a sound business decision, and it is a great way to show promising managers that they don’t need to look outside the organization for opportunities that match their potential.

A corporate investment that yields immediate returns

Queen’s Executive Education programs are Canada’s most popular, and they are consistently ranked #1 in Canada and among the best in the world by Bloomberg BusinessWeek and Financial Times.

Our outstanding reputation rests in our ability to impart ideas, tools, and concepts that managers can apply to their own organizations. Our program alumni have told us that they were able to apply their learning immediately upon returning to the workplace and that the impact was substantial.
Developing talent from within

Case studies and business experience have proven that it’s better for an organization to develop its talent from within than to recruit from outside.

Nurture Your Best Talent
Many organizations compare the value of investing in executive education to the cost of hiring a new employee. A new hire might easily take two years to learn the business. In contrast, your current employee is already up to speed and contributing to the organization, clearly making Queen’s Executive Education programs the more cost-effective option.

Return on Investment
The return on your investment will be significant and quantifiable. From strategic alignment to cost reductions to improved customer interactions and more streamlined reporting systems, the opportunities are practically limitless.

Developing executives is what we do
At Queen’s, developing executives is something we do better than anyone else. We’ve been doing this for almost 35 years, and more than 3,500 organizations in over 60 countries have chosen Queen’s to help them develop their people. Why?

- A well-earned reputation for excellence
- Unrivalled experience in Executive Education
- An action-oriented learning model that incorporates case studies and experiential exercises
- Executive level customer support
- Superior networking opportunities
- Outstanding post-program support

Canada Job Grant
The Canada Job Grant Agreement is a key source of funding for employer-sponsored training and education. It enables employers to invest in their employees, with assistance from the government. For more information, visit your provincial government website and search for Canada Job Grant.

How much will it cost?
The cost* of the 5-day Queen’s Strategy Program is 9,900.

* Includes meals and accommodations, free parking, all learning materials and extra-curricular activities.

Visit our website at ssb.ca/strategy