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STRATEGIC THINKING FOR NON-STRATEGISTS

Start Date:	14/09/2026	**End Date:**	18/09/2026
Categories:	Management	**Venues:**	Madrid
Formats:	In Person	**Instructors:**	

OVERVIEW

This course makes strategic thinking accessible for professionals in non-strategy roles. Participants will learn how to see the big picture, anticipate change, and contribute to strategic conversations with clarity and confidence.

OBJECTIVES

By the end of this course, participants will be able to: – Understand the principles of strategic thinking and long-term planning. – Shift from reactive to proactive mindsets in everyday work. – Identify patterns, trends, and opportunities in the business environment. – Ask better questions and make decisions with strategic impact. – Contribute meaningfully to strategic discussions and planning sessions.

COURSE OUTLINE

1- What Is Strategic Thinking and Why It Matters 2- From Tactics to Vision: Building a Broader Perspective 3- Spotting Trends, Risks, and Strategic Opportunities 4- The Power of Questions and Scenario Thinking 5- Bringing Strategic Thinking into Your Role

TARGET AUDIENCE

All Supervisory Levels, Supervisors, team leads, specialists, and professionals without formal strategic responsibilities who want to think more strategically.

METHODOLOGY

Big-picture exercises, scenario thinking labs, trend spotting workshops, leadership case studies, and role-based strategy simulations.

CONCLUSION

Participants will leave with tools to elevate their thinking and support strategic direction from any role in the organization.

DAILY AGENDA

Day 1: Think Big Picture

Explore the mindset shift from tactical work to strategic thinking.

Day 2: See the System

Analyze patterns, connections, and emerging issues in your environment.

Day 3: Ask Smarter Questions

Use strategic inquiry to reframe problems and spark new solutions.

Day 4: Act Strategically

Prioritize decisions and actions that support long-term goals.

Day 5: Be a Strategic Ally

Apply strategic thinking tools in your day-to-day work and planning.

For more information, please contact us:
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