

# STRATEGIC MANAGEMENT DYNAMICS

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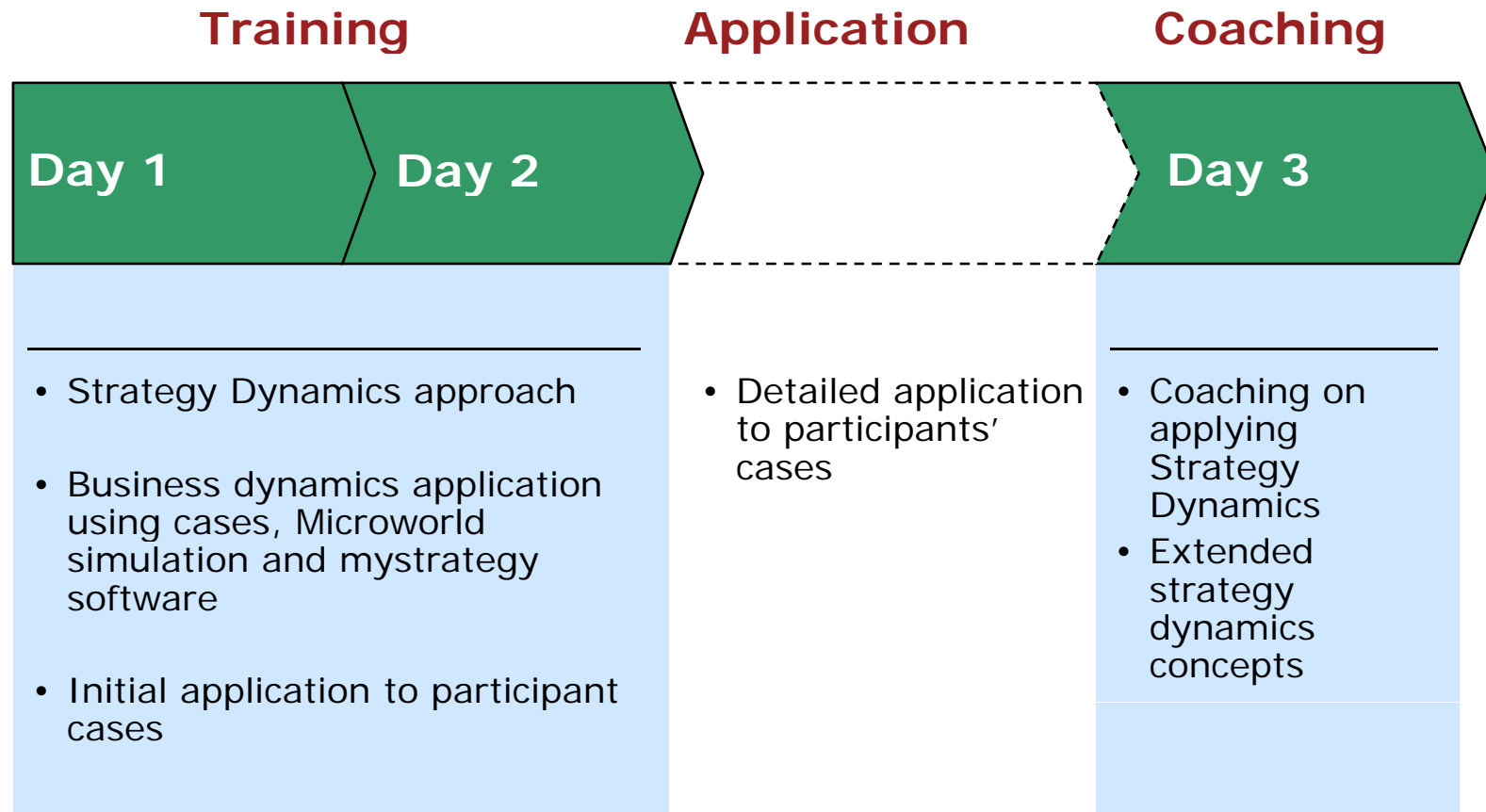
Strategy Dynamics: '2+1 day' Outline

This document supports training based on the textbook 'Strategic Management Dynamics', 2008, by Kim Warren, from J Wiley & Sons. [www.wiley.com/go/smd](http://www.wiley.com/go/smd)

## OUTLINE

1. **Why Strategy Dynamics?**
2. **Quick introduction**
3. **Hands-on exercise**
4. **Links to RBV**
5. **Demonstration[s]**

## OUTLINE



## Day 1

### Content

Context setting for  
using Strategy  
Dynamics

The strategic  
architecture building  
process

Coached architecture  
building exercise

mystrategy software  
tutorial & application

### Activity

Exploring Strategy dynamics and its link to  
the general subject of strategic management

Introducing the four stage process to create  
a strategic architecture of a business for  
analysing its performance

Hands-on opportunity to apply the four-stage  
process and develop strategic architectures  
using real Vanguard cases and key  
information provided for them

Tutorial session that shows the key  
functionality of the software and how to use  
it in simple modelling to capture dynamics  
and test assumptions

## Day 2

### Content

**Simulated Microworld exercise**

**Resource attributes and intangibles**

**Resource development**

**Rivalry**

**Client case application**

### Activity

Analysing performance of a simulated restaurant business using the strategic architecture to develop and deliver a strategy

Enriching the strategic architecture by adding resource attributes and exploring how the intangible factors impact business performance

Exploring how to further enrich the strategic architecture by mapping the development of key resources and manage of the choice pipeline

Demonstrating how strategy dynamics deals with competitive rivalry and competition for choice

Further work to expand the analysis of participant cases and set up for application assignment

## Day 1-2 timetable

### DAY 1:

- 9:00 Introduction
- 9:30 Overview and objectives
- 11:00 Strategic architecture building process
- 12:45 LUNCH
- 13:30 Strategic architecture building process (cont.)
- 16:30 Coached architecture building exercise
- 17:45 Debrief
- 18:00 *CLOSE*

### DAY 2:

- 9:00 Review
- 9:30 Restaurant Microworld simulation exercise
- 12:00 Enriching the strategic architecture
- 12:45 *LUNCH*
- 13:30 Resource development
- 15:00 Rivalry
- 16:15 Case application
- 17:30 *CLOSE*

## Day 3

### Content

**Participant presentations**

**Applying strategy dynamics**

**Controlling strategy over time**

**Industry dynamics and corporate strategy**

**Plan for using strategy dynamics**

### Activity

Participants present and share the work done on their own cases, and discuss and resolve issues they experienced during the process

Input on the issues that arise when using the strategy dynamics approach in practice

Showing how the strategic architecture can offer a practical, adaptable but rigorous strategy-control system, improving on balanced scorecards

Introducing more advanced extensions of the strategy dynamics approach, and implications for more complex situations

Participants plan for their future usage of strategy dynamics

## Day 3 timetable

9:00	Strategy Dynamics review
9:30	Team case presentations
11:00	Applying Strategy Dynamics
12:45	<i>LUNCH</i>
13:30	Controlling the dynamics: Goals and controls
15:30	Industry dynamics and Corporate Strategy
16:30	Strategy Dynamics in your practice
17:30	<i>CLOSE</i>