

# Explaining Strategy

Live Course

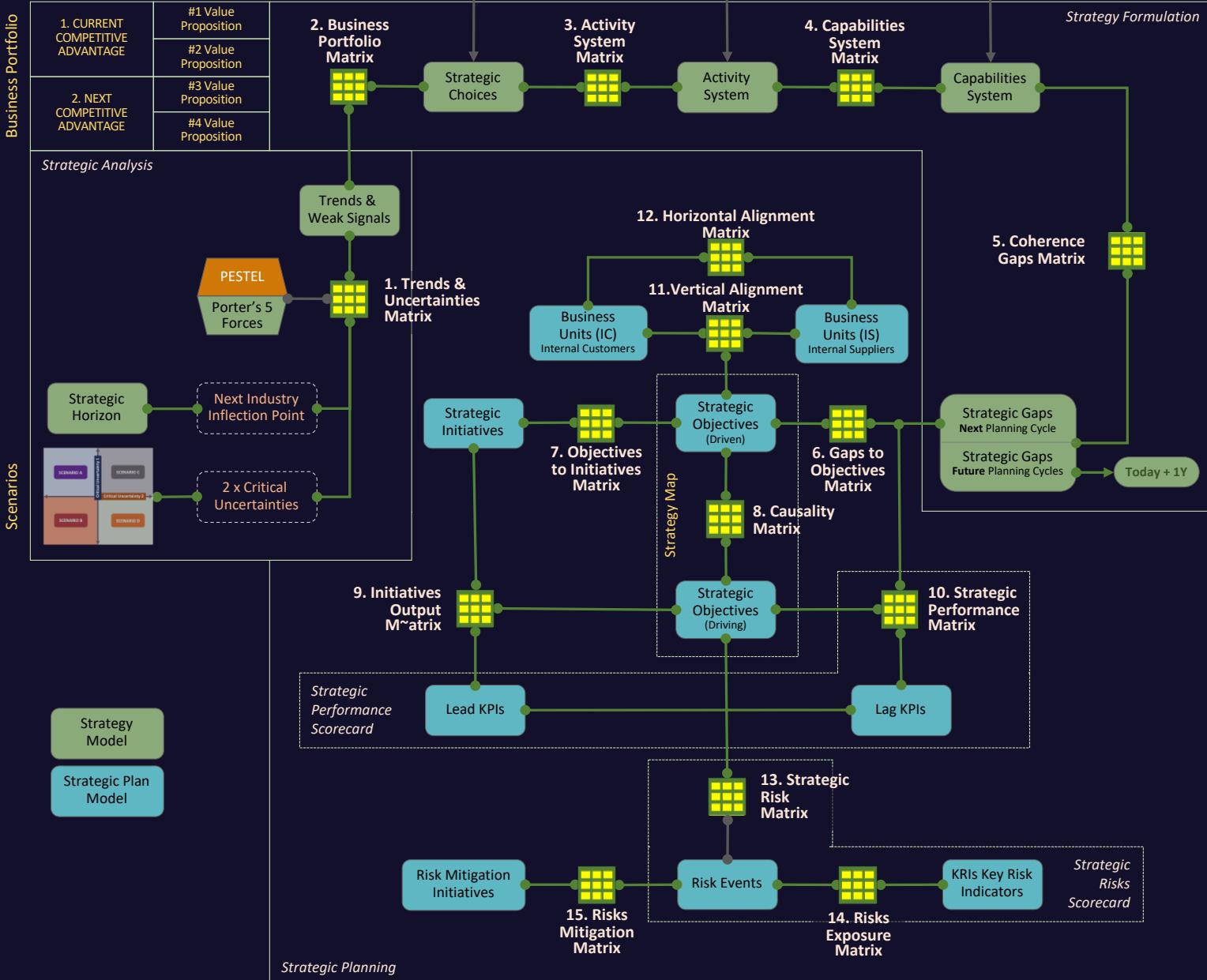
May 15 - June 19, 2024

Course Preview  
Wednesday, April 10, 2024

# Course Framework

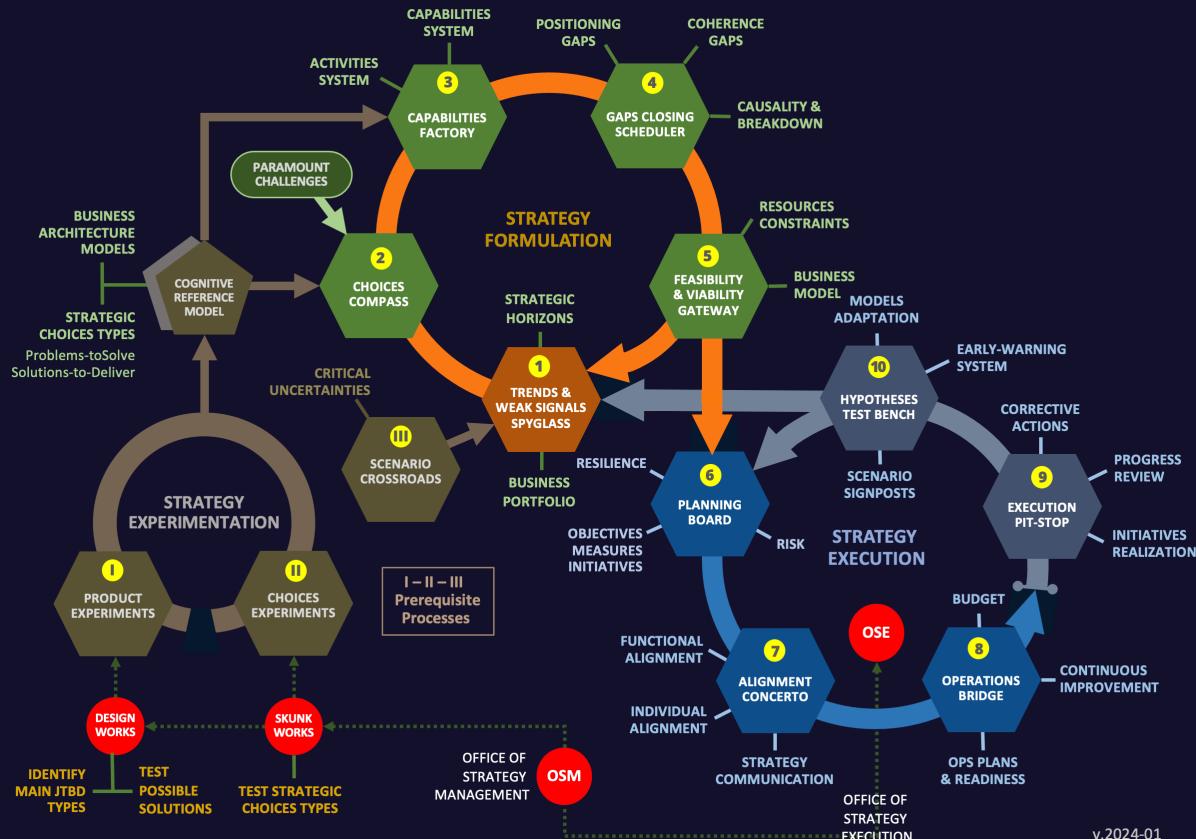


# The Matrices



# Course Modules

Week 1	<b>Kick-off session</b>  Items: <ul style="list-style-type: none"><li>Sessions Intro</li><li>Framework Intro</li><li>Sessions Agenda</li><li>Practice Platform</li></ul>
Week 2	<b>Strategy Formulation 1</b>  Stages: <ul style="list-style-type: none"><li>I. Product Experiments</li><li>II. Choices Experiments</li><li>1. Trends &amp; Signals Spyglass</li><li>2. Choices Compass</li></ul>
Week 3	<b>Strategy Formulation 2</b>  Stages: <ul style="list-style-type: none"><li>3. Capabilities Factory</li><li>4. Gaps Closing Scheduler</li><li>5. Feasibility &amp; Viability Gateway</li></ul>
Week 4	<b>Strategic Planning</b>  Stages: <ul style="list-style-type: none"><li>6. Planning Board</li><li>7. Alignment Concerto</li><li>8. Operations Bridge</li></ul>
Week 5	<b>Strategic Plan Execution</b>  Stages: <ul style="list-style-type: none"><li>9. Execution Pit Stop</li><li>10. Hypotheses Test Bench</li></ul> Items: <ul style="list-style-type: none"><li>Wrap-up &amp; Conclusions</li></ul>
Week 6	<b>Wrap-up session</b>  Items: <ul style="list-style-type: none"><li>Course Summary</li><li>Key Learning Points</li><li>Course Feedback</li><li>Follow-up Activities</li></ul>



v.2024-01

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Module #1

## Strategy Formulation 1



## Course Session

Strategy Experimentation  
Strategic Analysis  
Scenario Planning  
Strategic Choices Selection

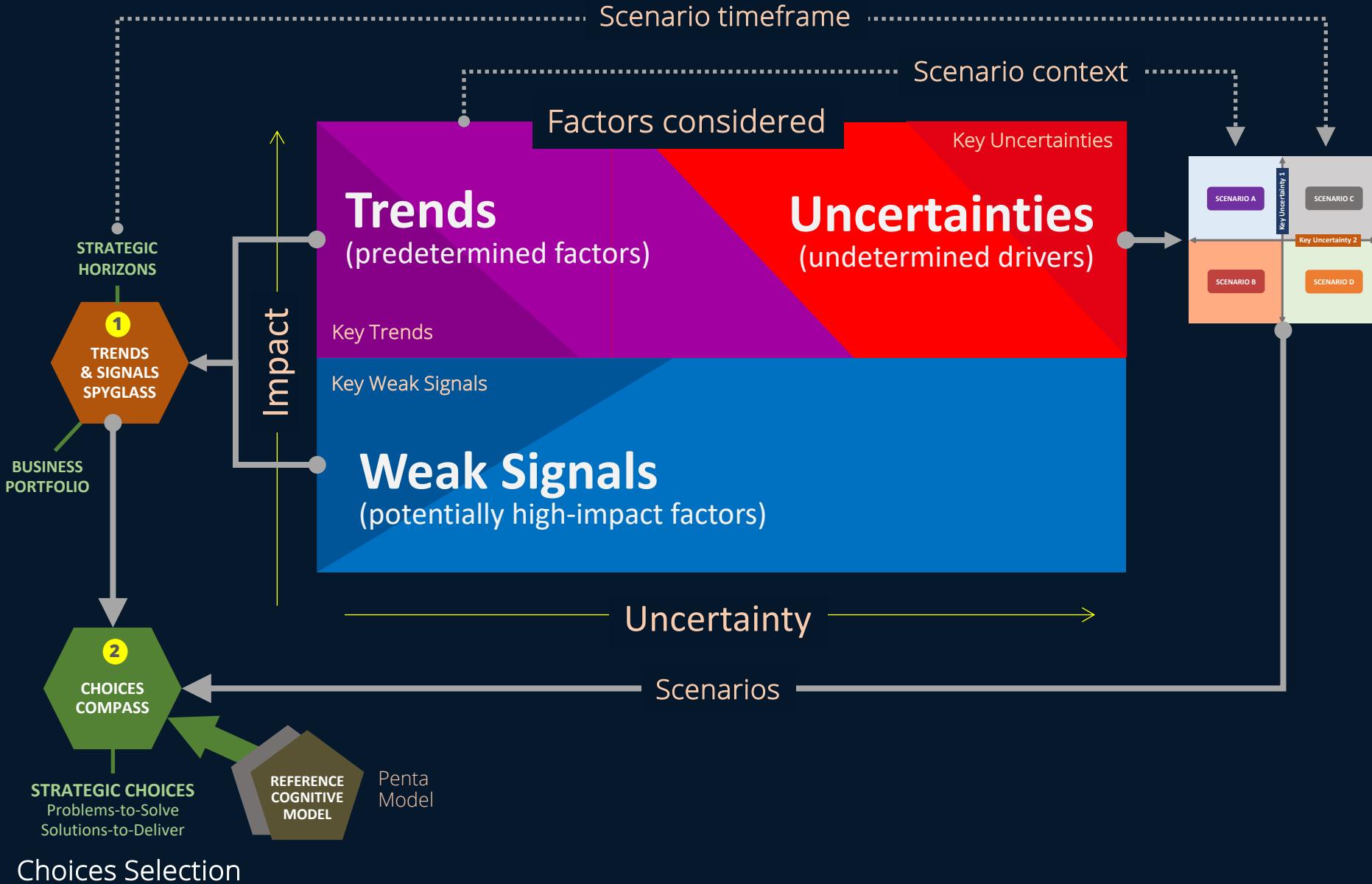
## Practice Session

Design & Skunk Works Toolkits  
Zones-to-Win Toolkit  
Strategic Horizons Toolkit  
Scenario Planning Toolkit  
Choices Selection & Mapping Toolkit

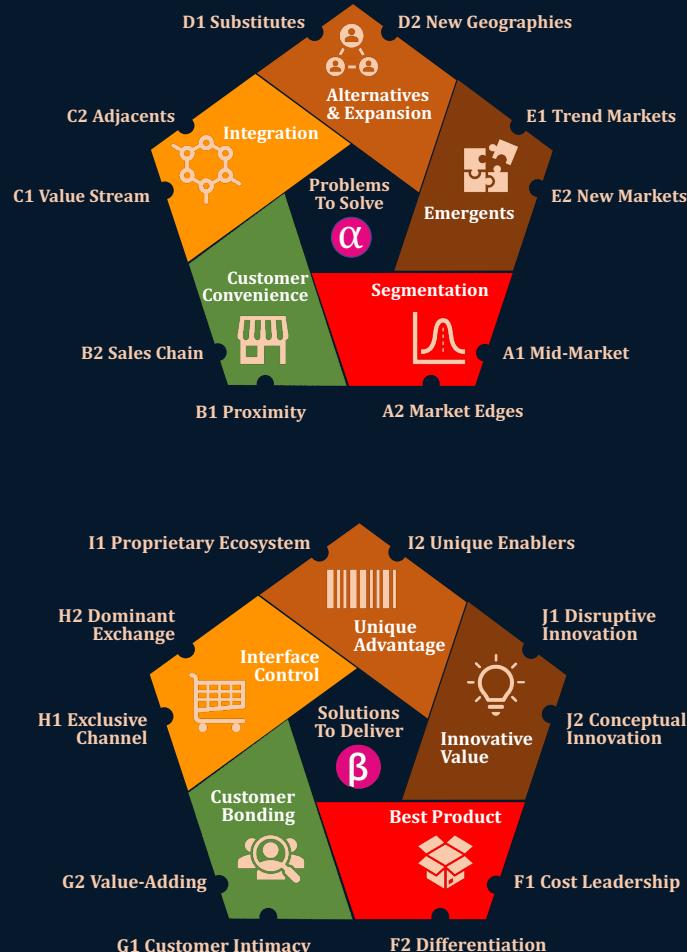
# Drivers of the Future

Strategic Analysis

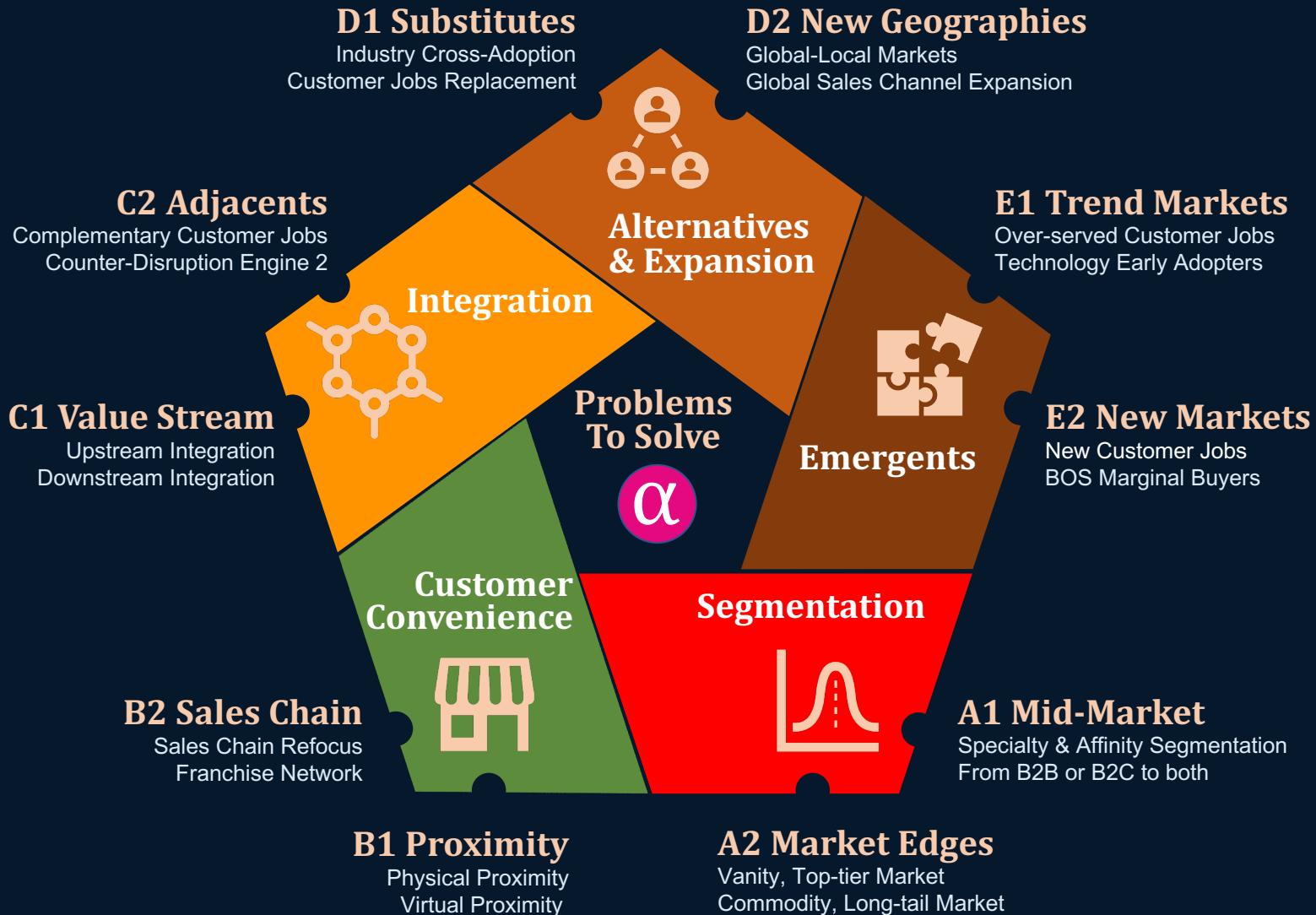
Scenario Planning



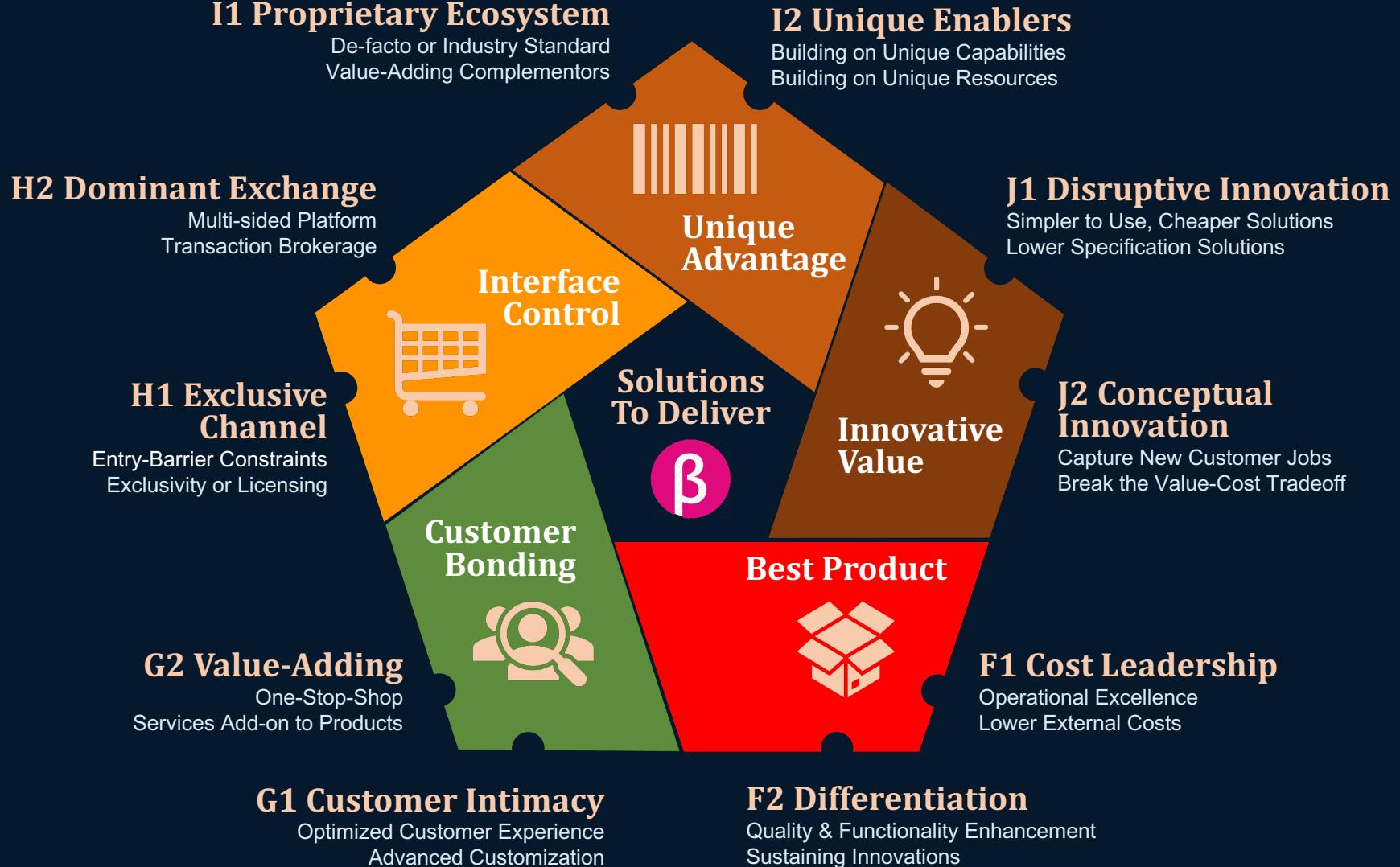
# Strategic Positioning



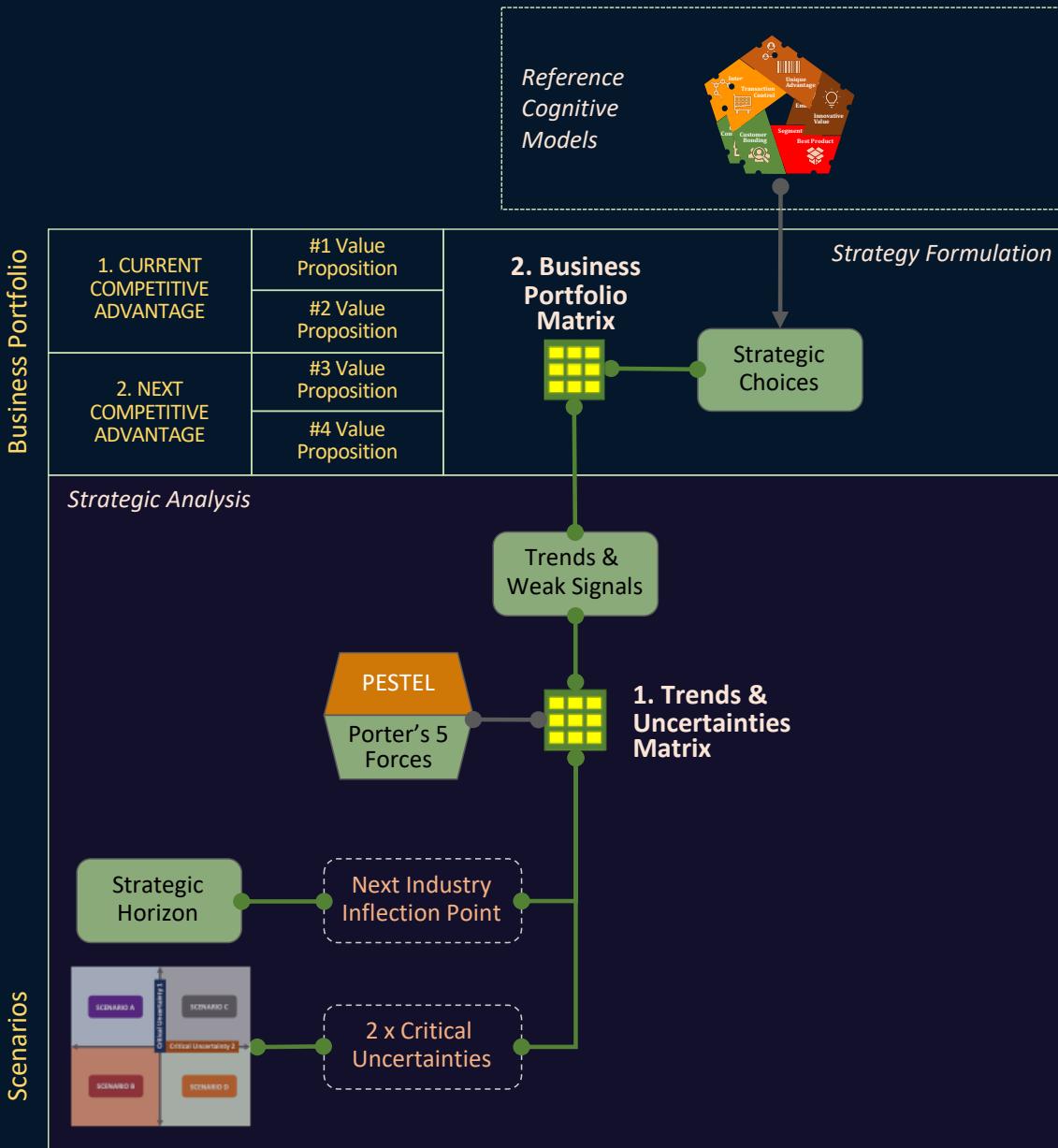
# Penta Model: Problems to Solve

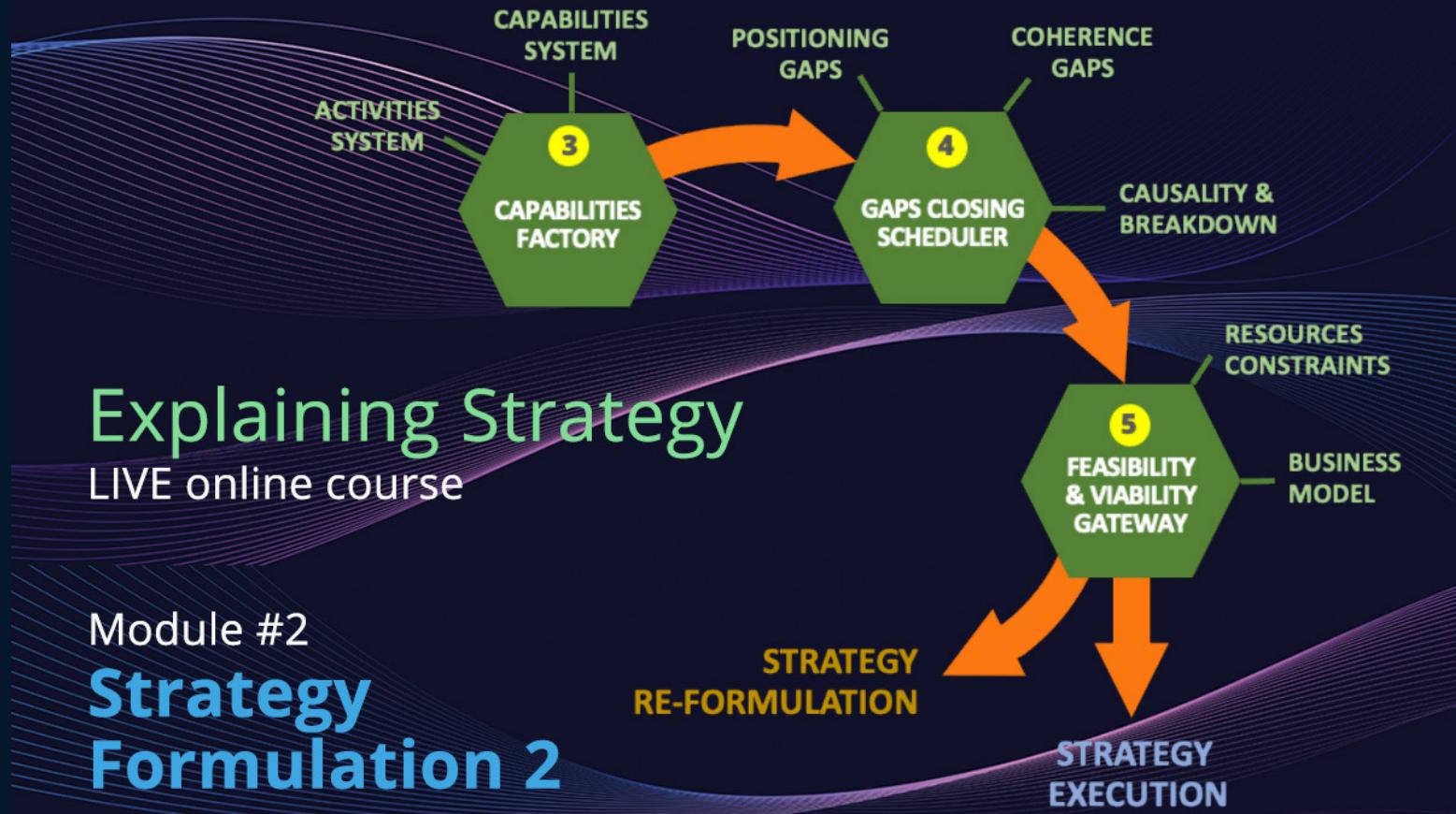


# Penta Model: Solutions to Deliver



# Strategy Formulation 1 – Practice





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Module #2

## Strategy Formulation 2

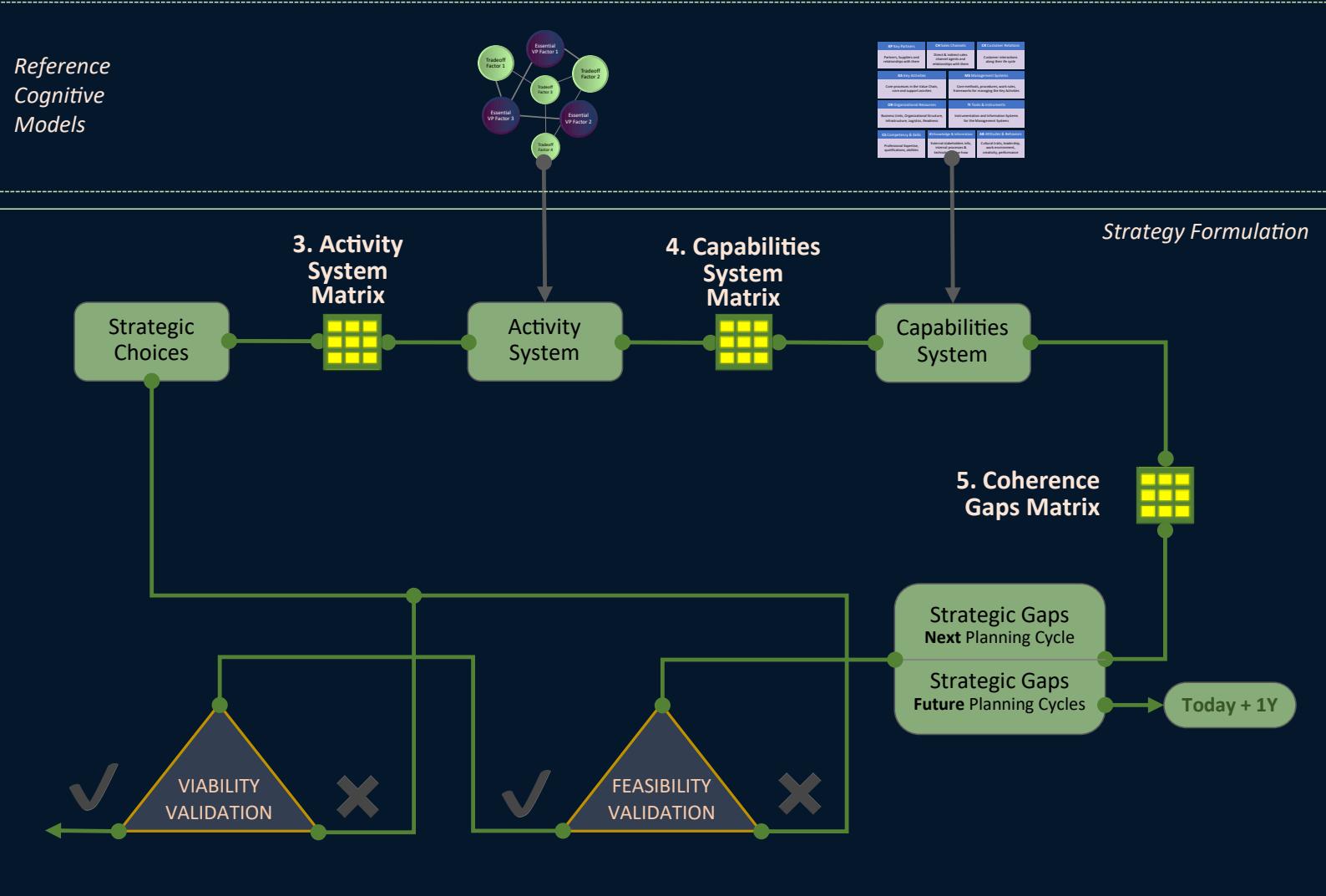
### Course Session

- Required Activities & Capabilities
- The Strategic Gaps
- Gaps Closing Causality & Breakdown
- Feasibility & Viability Validation

### Practice Session

- Choices to Activities Toolkit
- Activities to Capabilities Toolkit
- Strategic Gaps Toolkit
- Gaps Closing Planning Toolkit
- Validation Gateway Toolkit

# Strategy Formulation 2 – Practice



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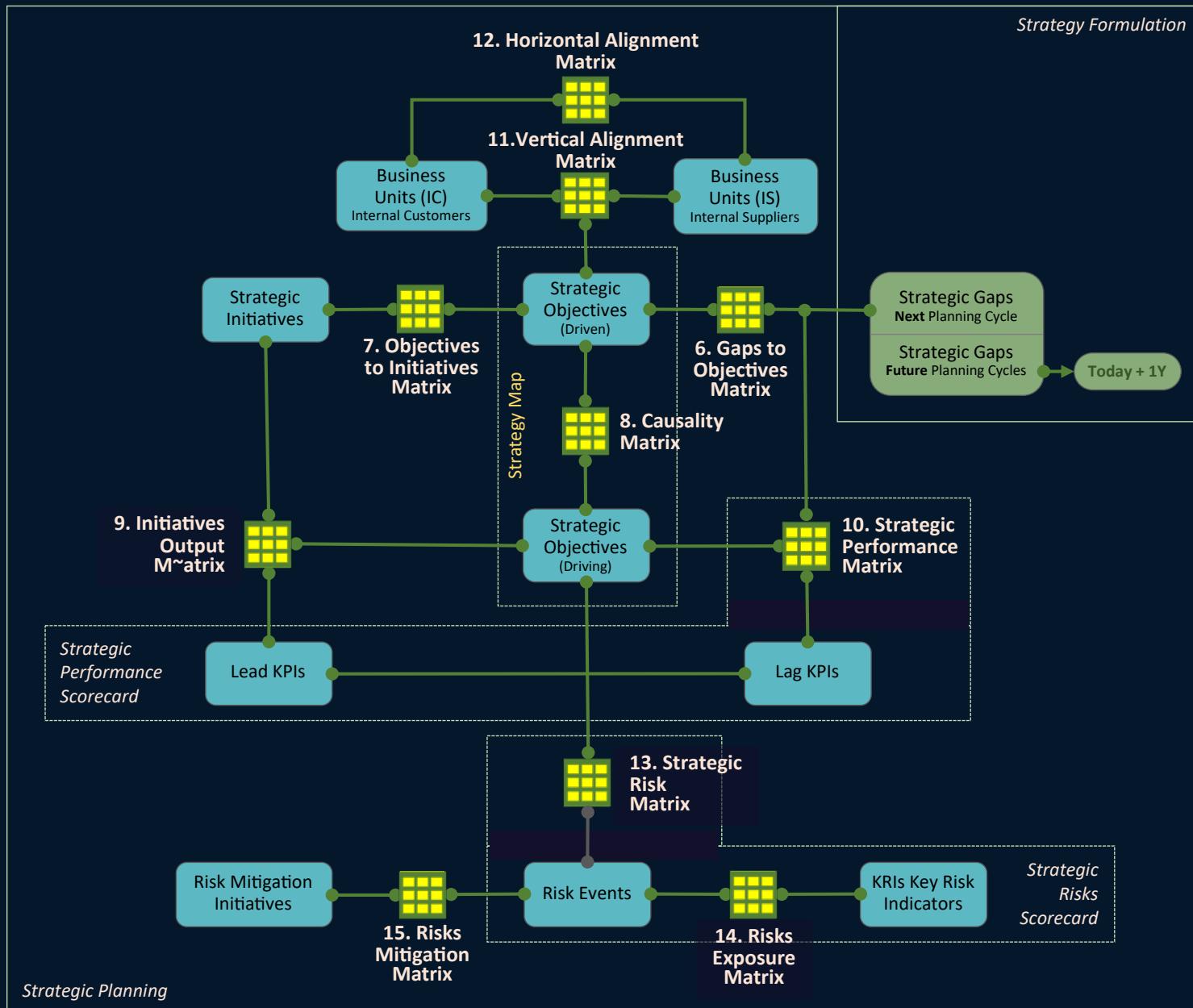
## Course Session

Strategic Objectives & Causality  
Performance, Risk, Resilience  
Organizational Alignment  
Operational Integration  
Strategy Communication

## Practice Session

Gaps to Objectives Toolkit  
Strategy Map & Initiatives Toolkit  
Scorecards Toolkit  
Organizational Alignment Toolkit  
Operational Integration Toolkit

# Strategic Planning – Practice





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Module #4

## Strategic Plan Execution

### Course Session

- The Chains of Hypotheses
- Strategic Initiatives Realization
- Execution Progress Review
- The Early Warning System
- Strategy Adaptation

### Practice Session

- Progress Review Toolkit
- Model Review Toolkit
- Early Warning System Toolkit
- Invalid Hypotheses Root Toolkit
- Models Adaptation Toolkit

# Sessions Calendar

Sunday      Monday      Tuesday      Wednesday      Thursday      Friday      Saturday

May 15 – June 19, 2024

			<b>15 May</b> Kick-off session	16 May	17 May	18 May
19 May	20 May	<b>21 May</b> <b>Strategy Formulation 1</b> Course Session	22 May	<b>23 May</b> <b>Strategy Formulation 1</b> Practice Session	24 May	25 May
26 May	27 May	<b>28 May</b> <b>Strategy Formulation 2</b> Course Session	29 May	<b>30 May</b> <b>Strategy Formulation 2</b> Practice Session	31 May	1 Jun
2 June	3 June	<b>4 June</b> <b>Strategic Planning</b> Course Session	5 June	<b>6 June</b> <b>Strategic Planning</b> Practice Session	7 June	8 June
9 June	10 Jun	<b>11 Jun</b> <b>Strategic Plan Execution</b> Course Session	12 Jun	<b>13 Jun</b> <b>Strategic Plan Execution</b> Practice Session	14 Jun	15 June
16 June	17 Jun	18 June	<b>19 Jun</b> Wrap-up session	10 sessions, each session duration: 3h Total duration: 30h, during 6 weeks		

# Time Zones & Cohorts

Sessions' timing, depending on cohort and time-zone (region or country)  
May-June 2024

**Cohort C  
AMERICAS**  
17:00-20:00 UTC

Time Zones

Regions, Countries (examples)

<b>PDT</b> (UTC-7)	Pacific US, British Columbia, Mexico (Baja)
<b>MDT</b> (UTC-6)	Mountain US & Canada, Pacific Mexico
<b>CDT</b> (UTC-5)	Central US & Canada, Mexico, Central America
<b>EDT</b> (UTC-4)	Eastern US, Western Brazil, Peru, Bolivia
<b>BRT</b> (UTC-3)	Eastern Brazil, Chile, Argentina, Uruguay

10:00-13:00
11:00-14:00
12:00-15:00
13:00-16:00
14:00-17:00

**Cohort B  
EMEA**  
11:00-14:00 UTC

<b>BST</b> (UTC+1)	UK, Portugal, Iceland, Western Africa
<b>CET</b> (UTC+2)	Western & Central Europe, NW & Central Africa
<b>EET</b> (UTC+3)	Eastern Europe, Central Africa, Middle East
<b>GST</b> (UTC+4)	UAE, Oman, Georgia
<b>PKT</b> (UTC+5)	Pakistan

12:00-15:00
13:00-16:00
14:00-17:00
15:00-18:00
16:00-19:00

**Cohort A  
APAC**  
5:00-8:00 UTC

<b>IST</b> (UTC+5:30)	India
<b>SGT</b> (UTC+7)	South-East Asia, Western Indonesia
<b>AWST</b> (UTC+8)	Philippines, Eastern Indonesia, Western Australia
<b>JST</b> (UTC+9)	Japan, South Korea, Central & NW Australia
<b>AEDT</b> (UTC+11)	South-East Australia

10:30-13:30
12:00-15:00
13:00-16:00
14:00-17:00
16:00-19:00

# Course Website

Let's clarify how we should build  
and manage Strategy!

The Strategy is not simple. To manage it, we need a simplifying model. What to include in such a model of our Strategy, and what to exclude from it? This LIVE, online course provides a practice-based answer to these questions.

Mihai Ionescu has worked for the past 15 years to connect the dots of Strategy's relevant concepts, theories, and best practices, putting together an integrative management blueprint that makes sense to real people in real organizations. Now, it's sharing time: Enroll in the course!

May 15 - Jun 19 2024



[Enroll Now](#)



[Watch Intro](#)

Time until the first Kick-off session:

52  
Days

9  
Hours

37  
Min

[explaining-strategy.com](http://explaining-strategy.com)

# Explaining Strategy

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## Verify Certificate

Verify the authenticity of a certificate.

Enter the Certificate ID:

`https://explaining-strategy.com/image`

Verify



This is to certify that

**explaining-strategy.com/certificates**

### EXPLAINING STRATEGY COURSE

and has acquired the knowledge and the  
case study practice experience of

### STRATEGY MANAGEMENT

including the following processes:

- | Strategic Analysis and Scenario Planning
- | Strategic Choices Selection for Competitive Advantage
- | Required Capabilities and Strategic Gaps Identification

# Course Enrollment

Home Overview Curriculum Schedule Enrollment Certification



## ENROLLMENT

### Enrollment Fee

#### INDIVIDUAL (FULL FEE)

This fee is applicable for individual enrollments. Starting from this course edition, we employ a consistent **Fair Pricing Policy** that is applicable for each country, based on GDP per capita ([World Bank](#)) and Purchasing Power Parity. Select your country to get the specific enrollment fee. The course is not available in certain restricted countries (Russia, Belarus, Iran, N.Korea, etc.).

Reference enrollment fee: 1,350 USD.

Mexico



Your Fair Price enrollment fee: 675 USD

Your discount code: 17610

**Note:** For interactivity reasons, the number of seats in each cohort is limited.

#### EARLY-BIRD & GROUPS

This fee is applicable for the enrollment before April 20, 2024 or of a group of 3 or more. The Early Bird and Groups discounts are not cumulative.

Your Early Bird enrollment fee: 540 USD

Your discount code: EARLY17610



Your Group enrollment fee: 540 USD /person

Your discount code: GROUP17610



### Get Onboard!

#### ENROLLMENT STEPS

Enroll in your region's cohort below (APAC, EMEA, or AMERICAS). You can also enroll in other cohorts, as long as there are still seats available there. Check first the sessions times, in the [Schedule](#) section above, to see if they suit your daily agenda.

Click your region's globe image below, then go through these steps:

1. Click the [Register Now](#) button
2. Acknowledge the terms & conditions ([Disco.co](#))
3. Enter your name and e-mail address
4. Click the [Start Application](#) button
5. Answer the localization question (your country's name)
6. Enter the **discount code** applicable (see Enrollment Fee) and the card details for pre-authorization.

The card will be charged only upon enrollment approval (usually, within the same day).

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# Course Enrollment

Explaining  
Strategy  
Community

COURSE

## (C02) Explaining Strategy - Cohort C

Learn and Practice LIVE with  
**MIHAI IONESCU**

**Explaining Strategy**  
Connecting the dots of Strategy's cycle

**15 MAY - 19 JUN 2024**  
10 x 3h sessions. Sessions time: 5pm UTC | 1pm EDT | 10am PDT



The *Explaining Strategy* applicative course is aimed at connecting the dots of the key concepts, theories, and frameworks that are placed at the foundation of the Strategy, providing an integrative view that allows us to separate the signal from the noise in understanding how Strategy should best be built and managed.

This is a **live cohort-based course** delivered **online**, with **10 x 3h course and practice sessions**, over **6 weeks**. The Kick-off session is on **May 15th, 2024** (Wednesday). The next 8 course sessions (two per week) are scheduled on **Tuesday (course sessions)** and **Thursday (practice sessions)**. The Wrap-up session that closes the course is scheduled on **June 19, 2024**.

MAY  
15 May 15 - Jun 19, 2024  
1 month 4 days

Price: \$1,350.00

### Registration

Open for new registrations

[Register Now](#)

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Questions?