

Explaining Strategy

Live Course

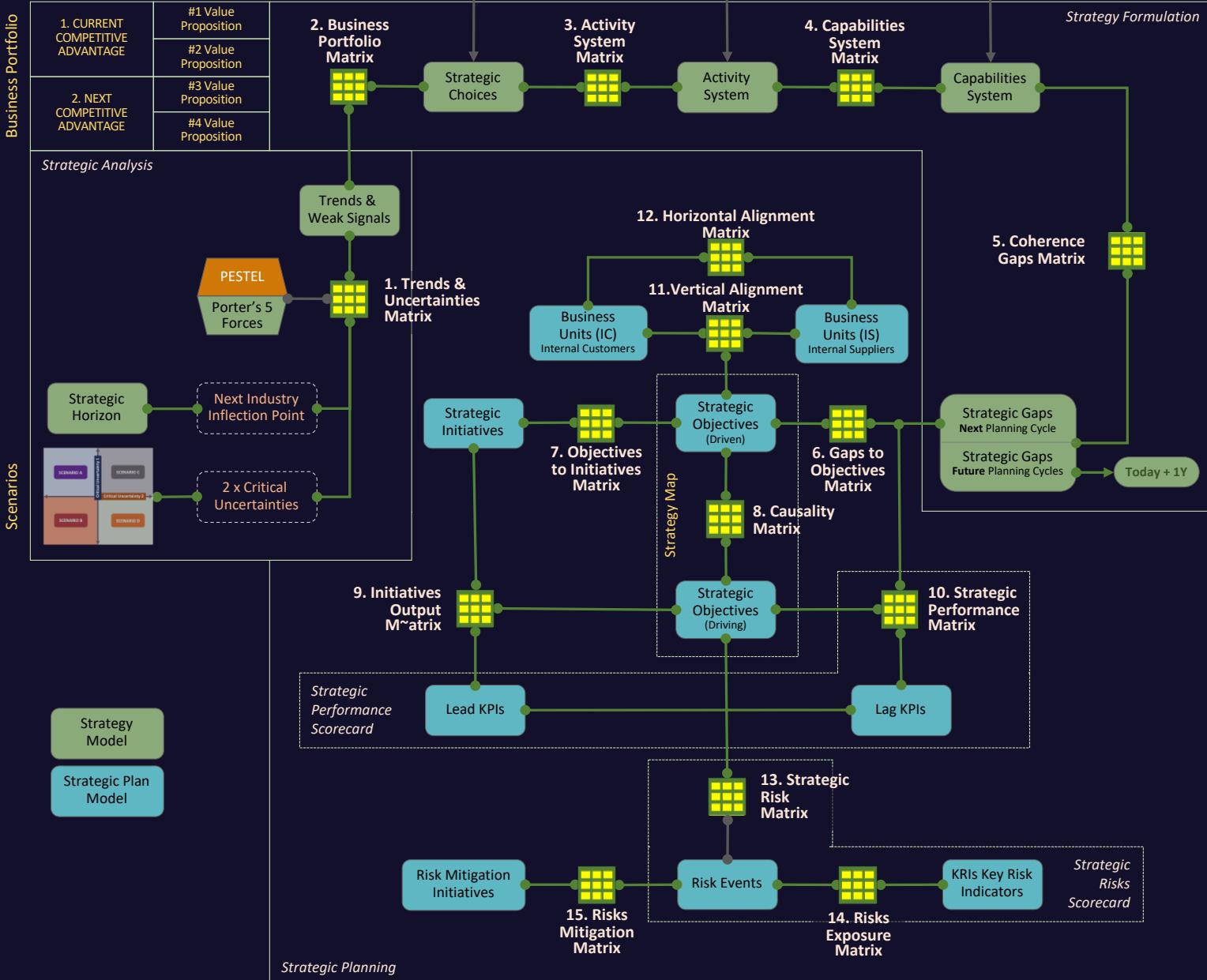
May 15 - June 19, 2024

Course Preview
Wednesday, April 10, 2024

Course Framework

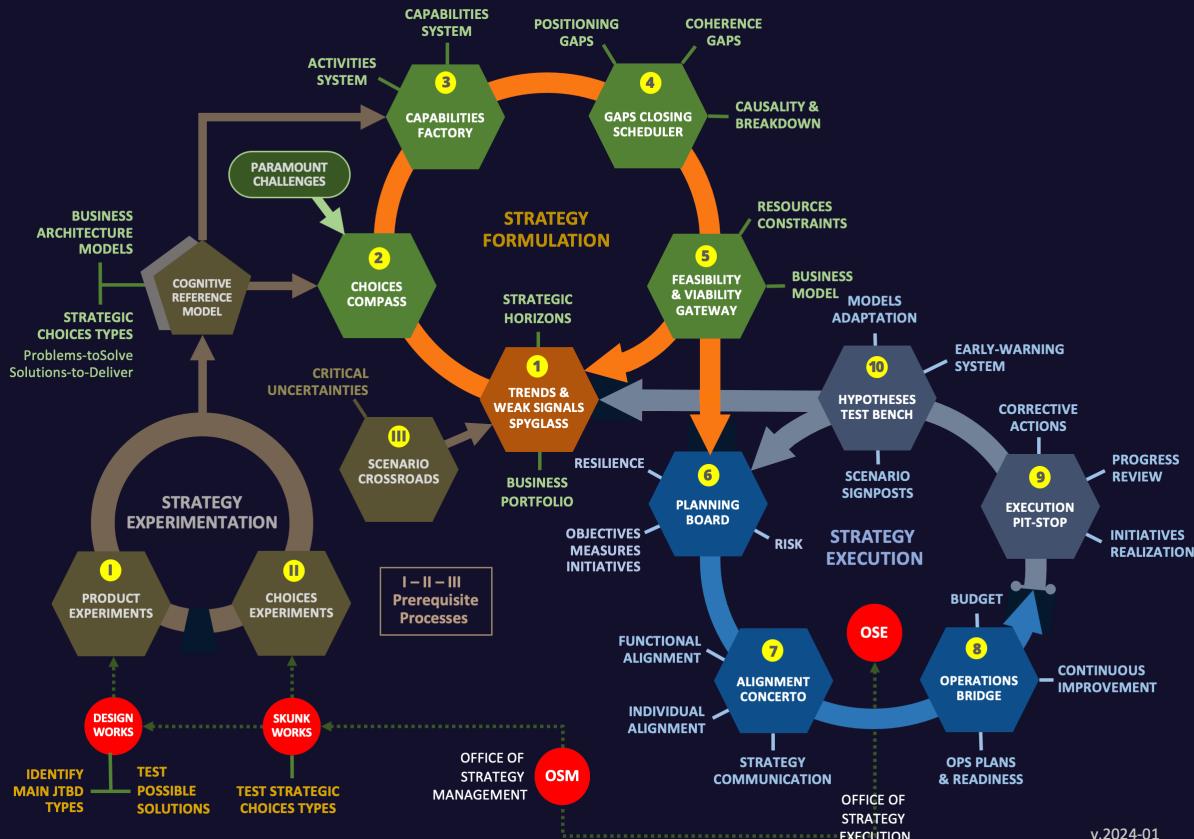


The Matrices



Course Modules

Week 1	Kick-off session Items: <ul style="list-style-type: none">Sessions IntroFramework IntroSessions AgendaPractice Platform
Week 2	Strategy Formulation 1 Stages: <ul style="list-style-type: none">I. Product ExperimentsII. Choices Experiments1. Trends & Signals Spyglass2. Choices Compass
Week 3	Strategy Formulation 2 Stages: <ul style="list-style-type: none">3. Capabilities Factory4. Gaps Closing Scheduler5. Feasibility & Viability Gateway
Week 4	Strategic Planning Stages: <ul style="list-style-type: none">6. Planning Board7. Alignment Concerto8. Operations Bridge
Week 5	Strategic Plan Execution Stages: <ul style="list-style-type: none">9. Execution Pit Stop10. Hypotheses Test Bench Items: <ul style="list-style-type: none">Wrap-up & Conclusions
Week 6	Wrap-up session Items: <ul style="list-style-type: none">Course SummaryKey Learning PointsCourse FeedbackFollow-up Activities



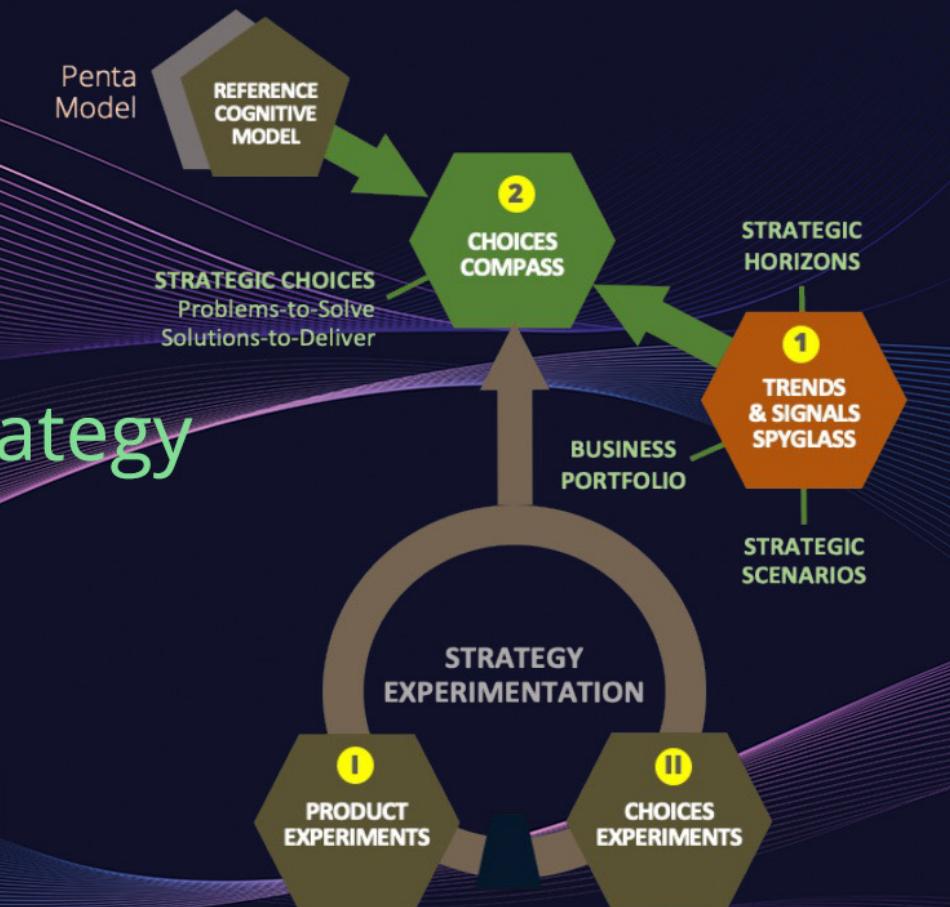
v.2024-01

Explaining Strategy

LIVE online course

Module #1

Strategy Formulation 1



Course Session

Strategy Experimentation
Strategic Analysis
Scenario Planning
Strategic Choices Selection

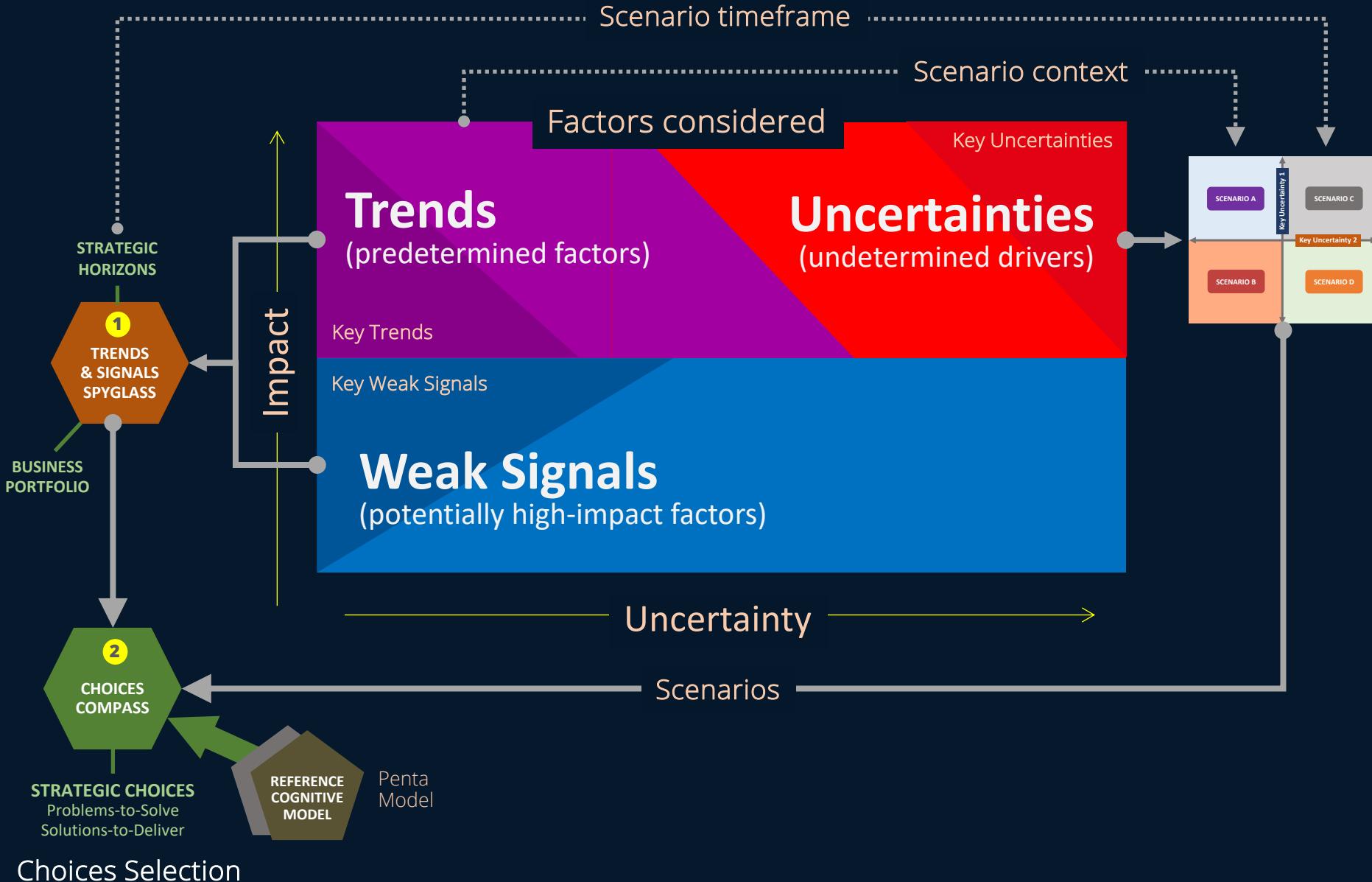
Practice Session

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

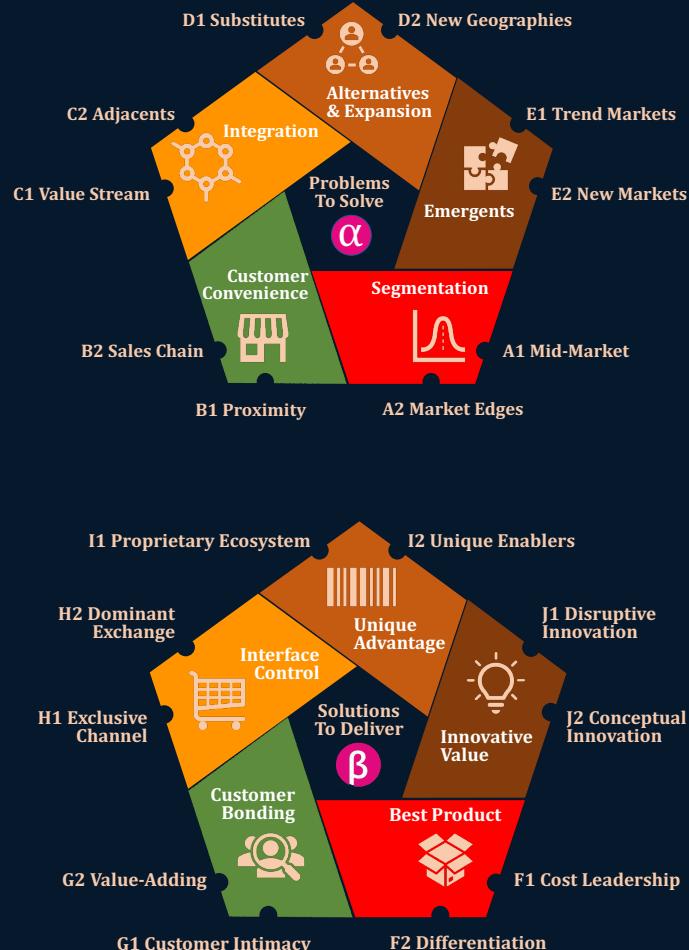
Drivers of the Future

Strategic Analysis

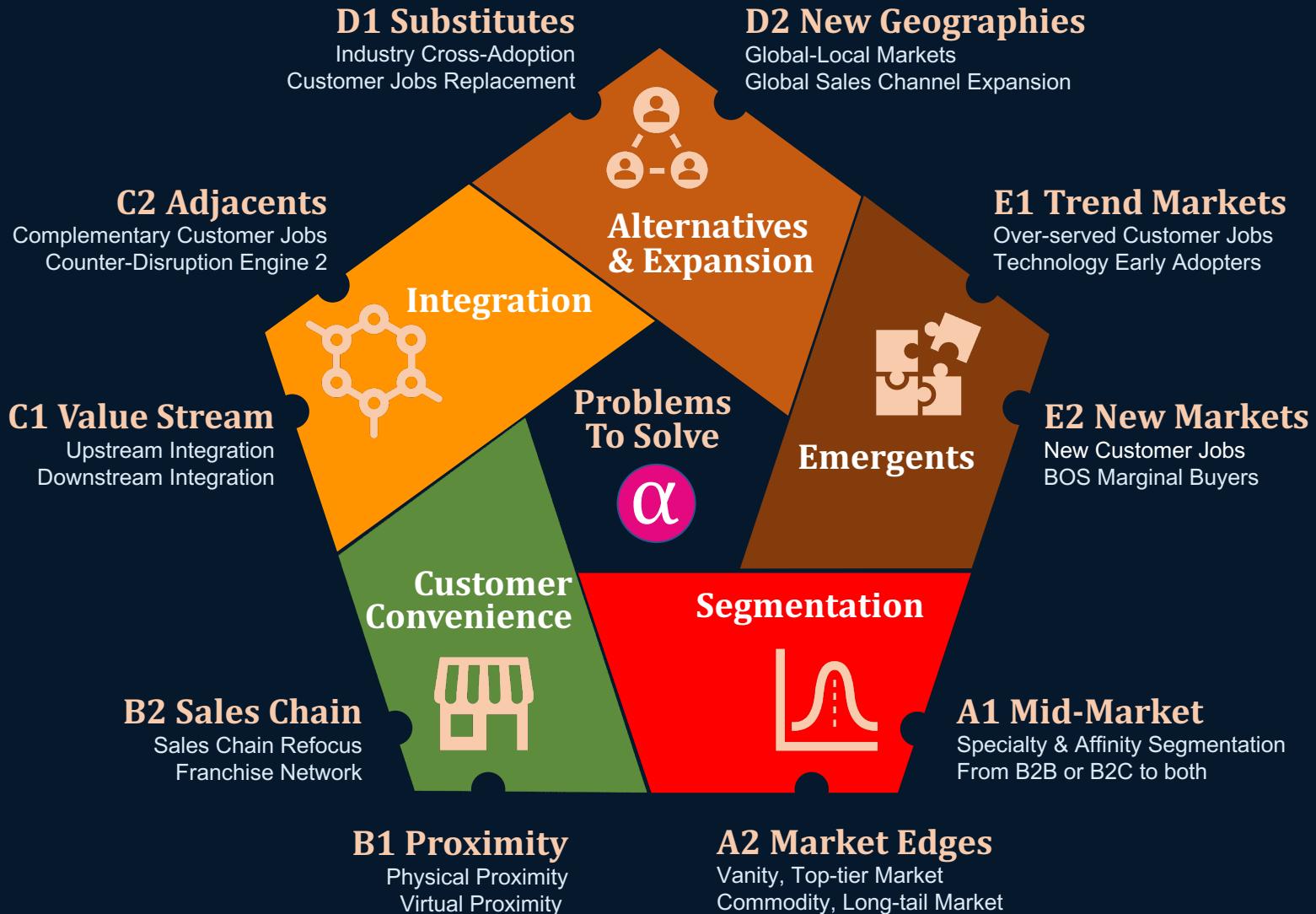
Scenario Planning



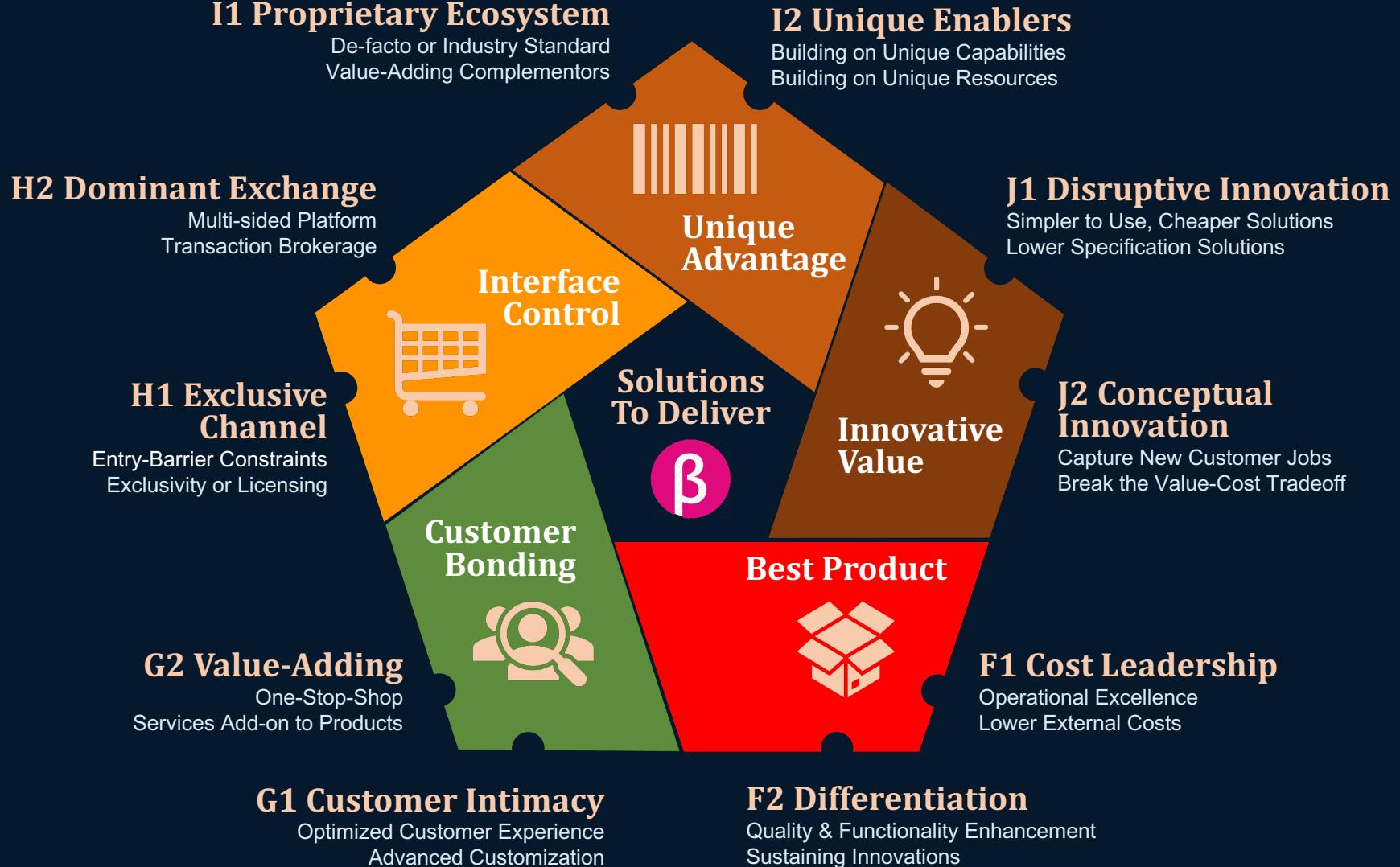
Strategic Positioning



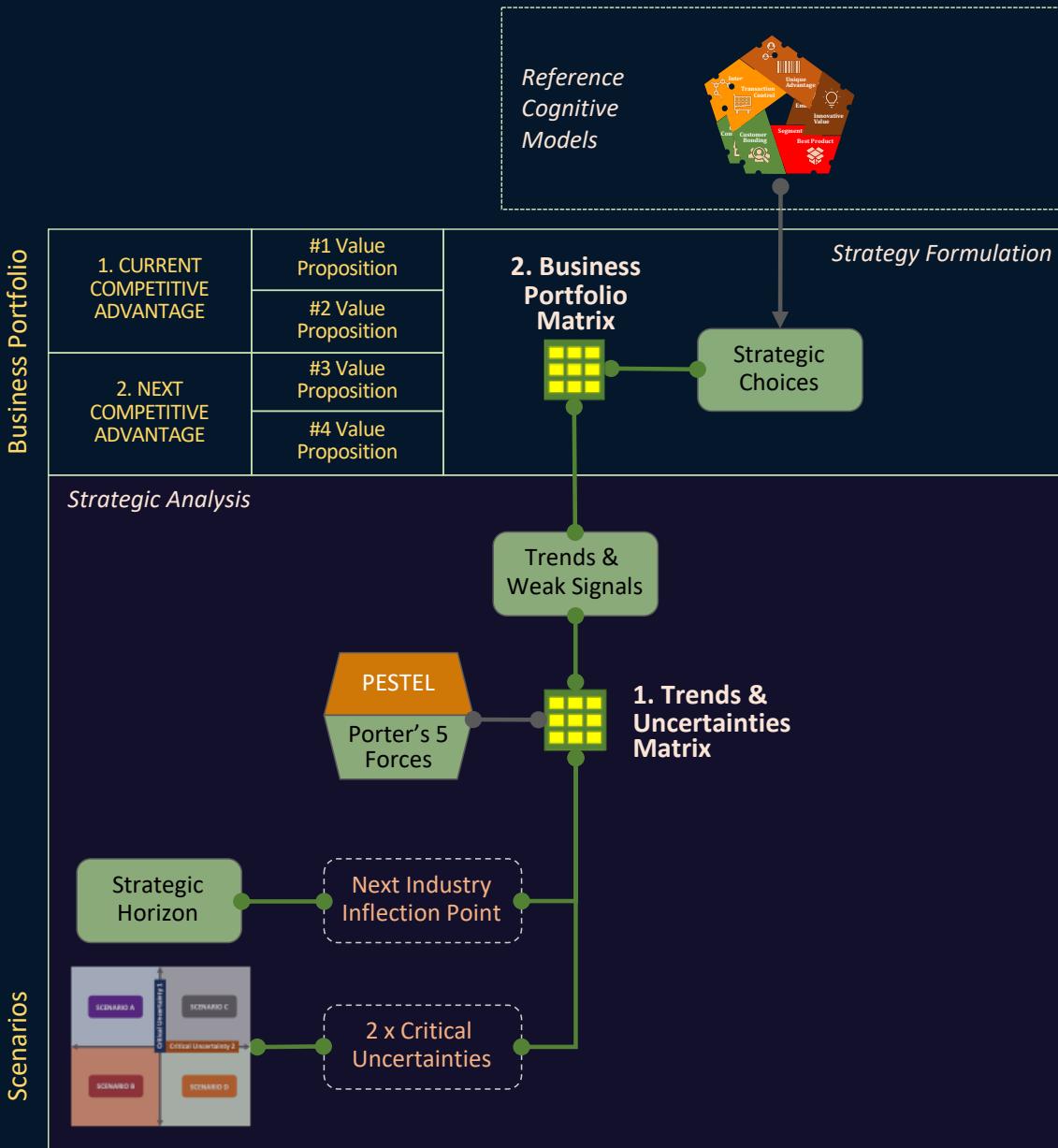
Penta Model: Problems to Solve

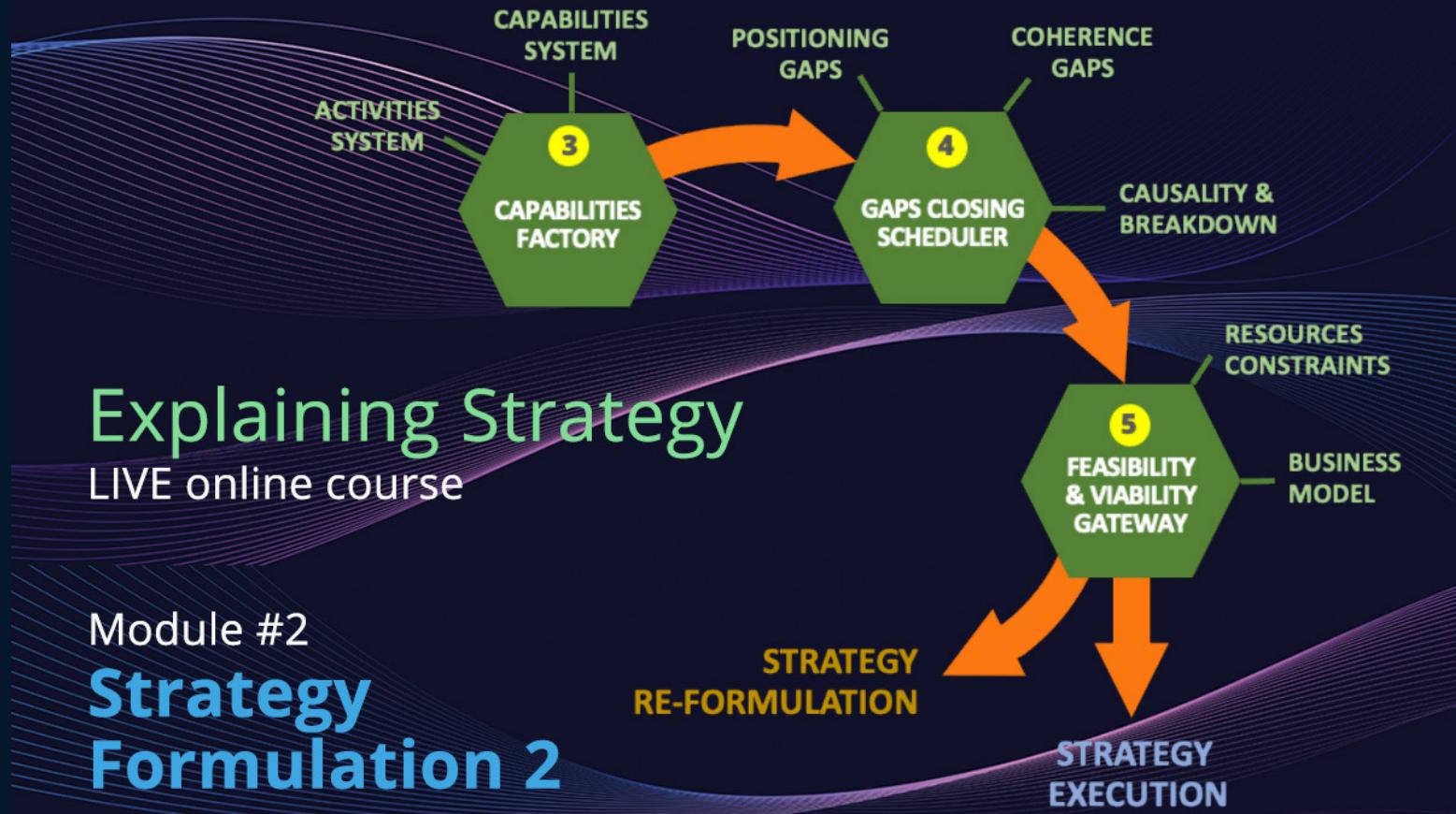


Penta Model: Solutions to Deliver



Strategy Formulation 1 – Practice





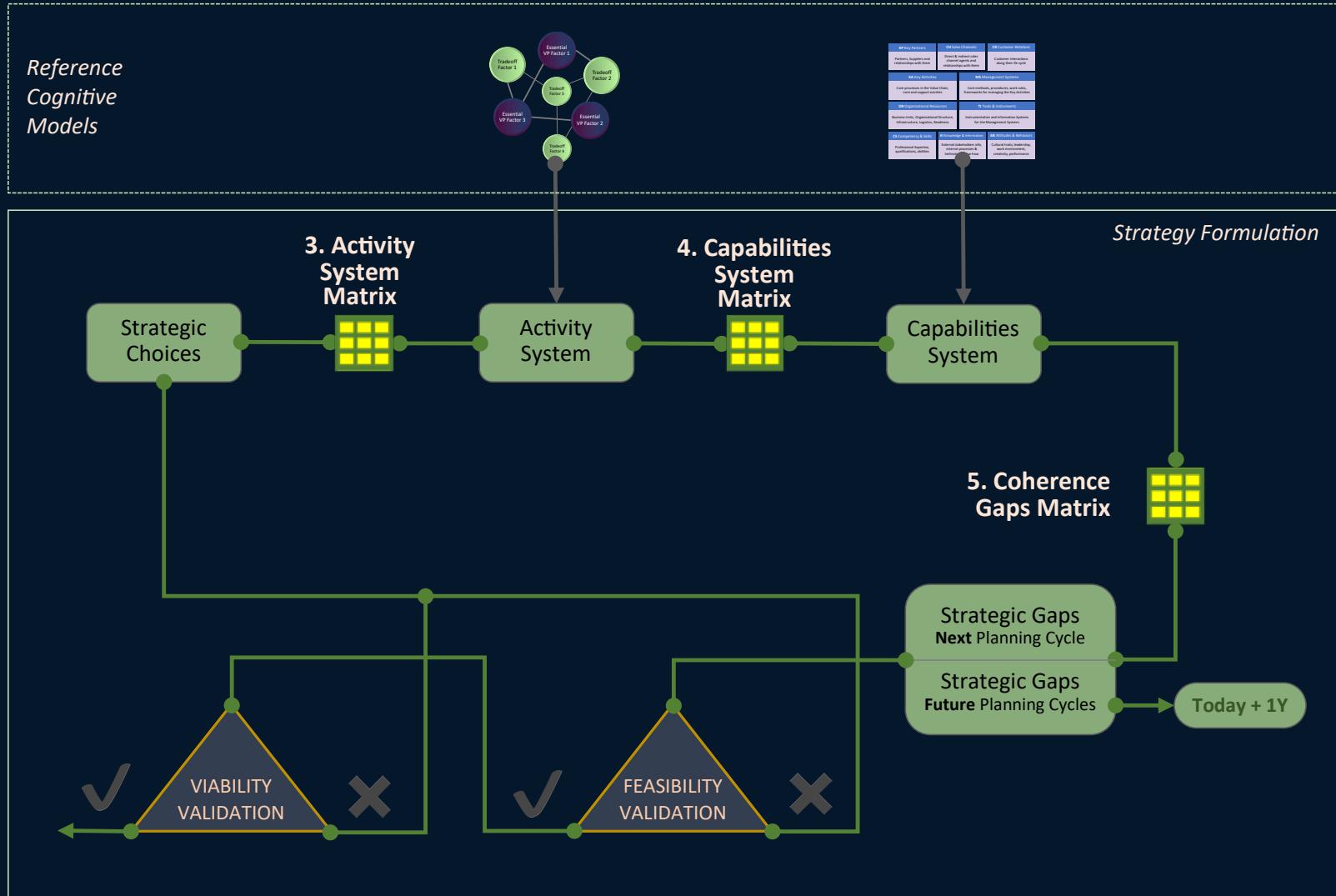
Course Session

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



Explaining Strategy

LIVE online course



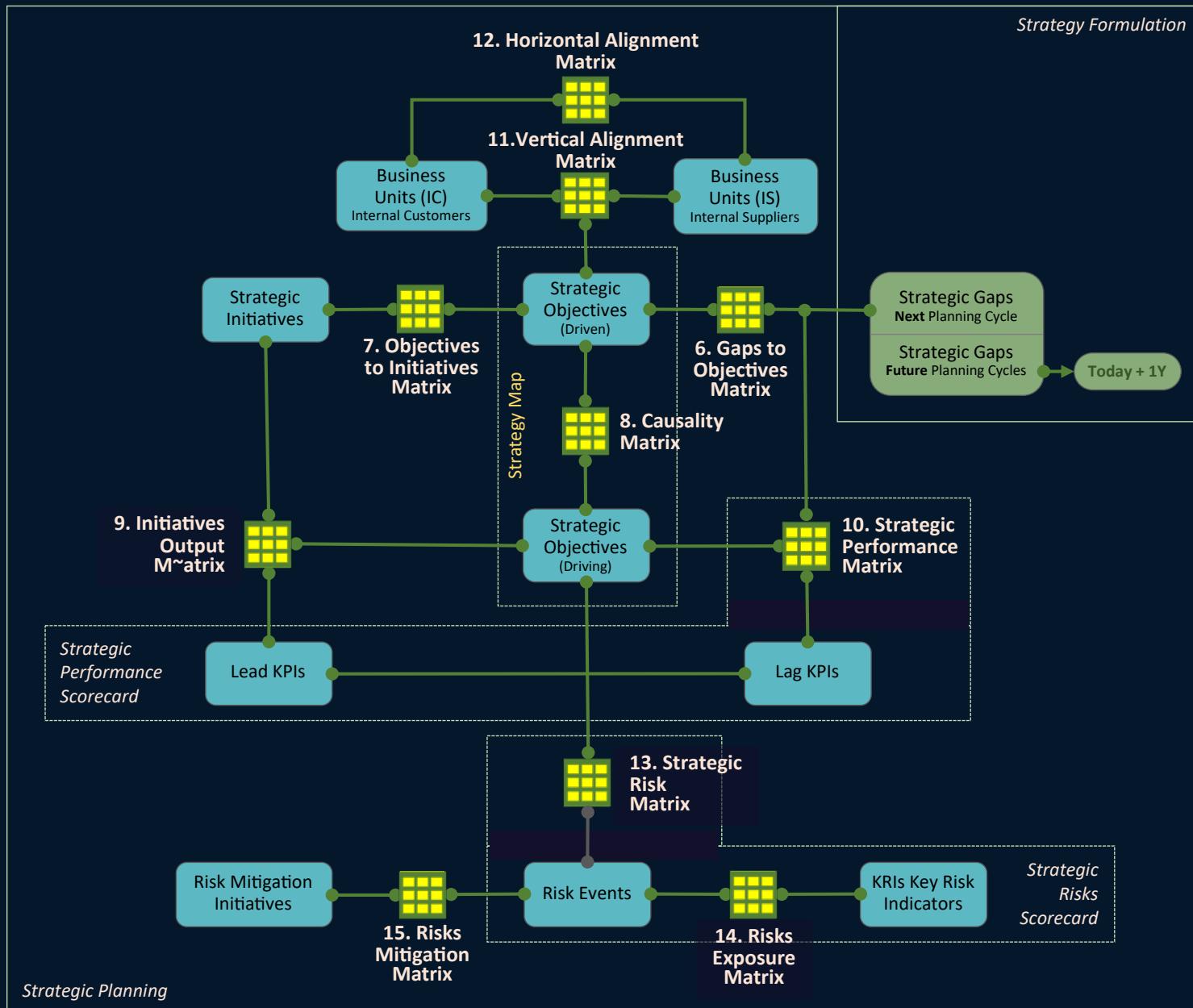
Course Session

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





Explaining Strategy

LIVE online course

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

			15 May Kick-off session	16 May	17 May	18 May
19 May	20 May	21 May Strategy Formulation 1 Course Session	22 May	23 May Strategy Formulation 1 Practice Session	24 May	25 May
26 May	27 May	28 May Strategy Formulation 2 Course Session	29 May	30 May Strategy Formulation 2 Practice Session	31 May	1 Jun
2 June	3 June	4 June Strategic Planning Course Session	5 June	6 June Strategic Planning Practice Session	7 June	8 June
9 June	10 Jun	11 Jun Strategic Plan Execution Course Session	12 Jun	13 Jun Strategic Plan Execution Practice Session	14 Jun	15 June
16 June	17 Jun	18 June	19 Jun 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

Time Zones	Regions, Countries (examples)	Cohort C AMERICAS 17:00-20:00 UTC
PDT (UTC-7)	Pacific US, British Columbia, Mexico (Baja)	10:00-13:00
MDT (UTC-6)	Mountain US & Canada, Pacific Mexico	11:00-14:00
CDT (UTC-5)	Central US & Canada, Mexico, Central America	12:00-15:00
EDT (UTC-4)	Eastern US, Western Brazil, Peru, Bolivia	13:00-16:00
BRT (UTC-3)	Eastern Brazil, Chile, Argentina, Uruguay	14:00-17:00
BST (UTC+1)	UK, Portugal, Iceland, Western Africa	12:00-15:00
CET (UTC+2)	Western & Central Europe, NW & Central Africa	13:00-16:00
EET (UTC+3)	Eastern Europe, Central Africa, Middle East	14:00-17:00
GST (UTC+4)	UAE, Oman, Georgia	15:00-18:00
PKT (UTC+5)	Pakistan	16:00-19:00
IST (UTC+5:30)	India	10:30-13:30
SGT (UTC+7)	South-East Asia, Western Indonesia	12:00-15:00
AWST (UTC+8)	Philippines, Eastern Indonesia, Western Australia	13:00-16:00
JST (UTC+9)	Japan, South Korea, Central & NW Australia	14:00-17:00
AEDT (UTC+11)	South-East Australia	16:00-19:00

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

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

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

Explaining Strategy

Live Course

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.

Saudi Arabia



Your Fair Price enrollment fee: 945 USD

Your discount code: 39672

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: 755 USD
Your discount code: EARLY39672



Your Group enrollment fee: 755 USD /person
Your discount code: GROUP39672



APAC



EMEA

3



AMERICAS

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).

Course Enrollment

Explaining
Strategy
Community

COURSE

(B02) Explaining Strategy - Cohort B



Learn and Practice LIVE with
MIHAI IONESCU

Cohort B
(EMEA)

Explaining Strategy
Connecting the dots of Strategy's cycle

15 MAY - 19 JUN 2024
10 x 3h sessions. Sessions time: 11am UTC | 1pm CET | 2pm AST

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

Price: \$1,350.00

Registration
Open for new registrations

Register Now

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**.

Explaining Strategy

Live Course

Questions?