

Explaining Strategy

Connecting the dots of Strategy's cycle



Learn and Practice LIVE with
MIHAI IONESCU

May 19 - June 16 2025

OVERVIEW

The Strategy Management discipline has been built over several decades of emerging ideas that have been confirmed or rejected by the test of practice. Unfortunately, some of the failed ideas still float around, making it more difficult for us to understand with clarity how Strategy's processes should work.

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.

We are looking at all available thought processes that we can use to design and implement the Strategy, identifying their inputs & outputs, and understanding what is strictly necessary for an integrated system, and what is redundant, or doesn't fit with the rest.

This course is not only about explaining Strategy. It is also about testing how its concepts work in practice. For this reason, the course sessions are a balanced mix of showing and doing, including a teamwork exercise of designing Strategy's and Strategic Plan's models, enabled by a specialized team exercise web-based application.

Each cohort team will select a case template, then work step by step for building the Strategy models applicable to their case. The team discussions are encouraged and separate virtual meeting rooms are provided during the Practice Sessions.

Explaining Strategy was born from the practice of testing how the key concepts and theories of Strategy work for real people in real organizations.

Schedule at a glance

	Course Start Date	May 19, 2025
	Course Duration	4 Weeks plus 3h Kick-off meeting 3h Wrap-up meeting
	Course Sessions	4 x 3h live sessions, every Tuesday
	Practice Sessions	4 x 3h live sessions, every Thursday

Practice Sessions

This is a unique opportunity to test the concepts and methods presented in the course, by using the Practice Workspace that is available as a team exercise environment for building the Strategy model and the Strategic Plan model, for cases selected from several templates available or proposed by course participants.

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What you'll learn:

Understand Strategy's integrative role

Grasp the essentials of the interdependent relationships between the processes of Strategy Experimentation, Strategy Formulation, and Strategy Execution, and better understand how the outcome of the thinking process from each of them flows into the next, in a closed loop system.

Get clarity on how Strategy is adaptive

Understand how the traceability of the chains of hypotheses that we employ when deciding on the components of our Strategy's models allows us to find out which of those hypotheses turned out to be invalid and how we adapt our models, as a consequence of that.

Practice the design of Strategy models

This course is not only theory. We practice what we preach and so can you in the Practice Sessions, during which we will experience the effective team decision-making, enabled by an online platform that allows us to design our own Strategy and Strategic Plan models.

Due to interactivity reasons, there are limited seats available for each cohort. Ready to get clarity on how the full Strategy works? Learn more in the Enrollment page.

Enroll to your time-zone cohort:

[Americas](#)

[EMEA](#)

[APAC](#)

Contact us to learn more about [private group opportunities](#).

Key Concepts

- Strategy's main challenge is to provide the best-fit solutions for specific types of customer Jobs-to-Be-Done.
- Strategy is continuously adaptive because not all hypotheses upon which it is built can be valid.
- Strategy is managed in a continuous, overlapping cycle of formulation and execution that feed into each other.
- Strategy's choices aim to maintain an ambidextrous wave of parallel, transient competitive advantages.
- Strategy's choices are positioning the organization within the market-solutions space, and are selected from a reference cognitive model of choices types.
- Selecting Strategy's choices is enabled by experimentation and based on anticipated influences inferred from the analysis of trends and weak signals.
- Strategy's choices must be supported by a set of required activities and capabilities
- Strategy's execution must close the gaps between the existing and the desired positioning and between the existing and the required capabilities and activities.
- Strategy's execution is driven by the cause-effect related and aligned objectives achieved through the effects of initiatives with monitored outcomes.

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The course structure:

Kick-off session

Items:

- Sessions Intro
- Framework Intro
- Sessions Agenda
- Practice Platform

Strategy Formulation 1

Stages:

- I. Product Experiments
- II. Choices Experiments
1. Trends & Signals Spyglass
2. Choices Compass

Strategy Formulation 2

Stages:

3. Capabilities Factory
4. Gaps Closing Scheduler
5. Feasibility & Viability Gateway

Strategic Planning

Stages:

6. Planning Board
7. Alignment Concerto
8. Operations Bridge

Strategic Plan Execution

Stages:

9. Execution Pit Stop
10. Hypotheses Test Bench

Items:

- Wrap-up & Conclusions

Case Teamwork

- The course is organized on three cohorts of maximum 15 people, which form a team.
- Each team works during the coach-lead practice sessions on creating a Strategy model and a Strategic Plan model for the case that they selected from a set of cases available or proposed by a team member.
- At each stage of the methodology, the team members suggest model components that must be decided upon for that stage, then the alternatives proposed are voted, and a final team decision is made.
- The Practice Workspace with 22 templates is providing a separate team environment to each of the three cohort teams.
- The platform facilitates the communication between team members during the practice sessions, as well as outside of the session times, 24/7 every day, for the whole duration of the course.
- A separate video-conferencing platform is made available 24/7 to each team for instant team meetings related to the case study practice exercise, together with a discussions board for off-line team conversations.
- The course runs on the  DISCO platform.

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The cohort schedule:

May 19 – Jun 16, 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	19 May Kick-off session	20 May Strategy Formulation 1 Course Session	21 May	22 May Strategy Formulation 1 Practice Session	23 May	24 May
25 May	26 May	27 May Strategy Formulation 2 Course Session	28 May	29 May Strategy Formulation 2 Practice Session	30 February	31 February
01 June	02 June	03 June Strategic Planning Course Session	04 June	05 June Strategic Planning Practice Session	06 June	07 June
08 June	09 June	10 June Strategic Plan Execution Course Session	11 June	12 June Strategic Plan Execution Practice Session	13 June	14 June
15 June	16 June Wrap-up session	10 sessions, each session duration: 3h Total duration: 30h, during 4 weeks				

For more information about the course and enrollment, visit the course website:

<https://explaining-strategy.com>

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The sessions times:

Each cohort has allocated a time mapped against specific time-zones, allowing everybody to attend one of the three live sessions delivered during each day of the course, irrespective of where they live in the world.

May - June 2025		Cohort A APAC 11:00-14:00 UTC	Cohort B EMEA 17:00-20:00 UTC	Cohort C AMERICAS 23:00-02:00 UTC
Time Zones	Regions, Countries (examples)			
PDT (UTC-7)	Pacific US, British Columbia, Mexico (Baja)		10:00-13:00	16:00-19:00
MDT (UTC-6)	Mountain US & Canada, Pacific Mexico		11:00-14:00	17:00-20:00
CDT (UTC-5)	Central US & Canada, Mexico, Central America	06:00-09:00	12:00-15:00	18:00-21:00
EDT (UTC-4)	Eastern US, Western Brazil, Peru, Bolivia	07:00-10:00	13:00-16:00	19:00-22:00
ADT (UTC-3)	Eastern Brazil, Chile, Argentina, Uruguay	08:00-11:00	14:00-17:00	20:00-23:00
		Cohort A APAC 11:00-14:00 UTC	Cohort B EMEA 17:00-20:00 UTC	
UTC (UTC)	Iceland	11:00-14:00	17:00-20:00	
BST (UTC+1)	UK, Portugal, Western Africa	12:00-15:00	18:00-21:00	
CEST (UTC+2)	Western & Central Europe, NW & Central Africa	13:00-16:00	19:00-22:00	
EEST (UTC+3)	Eastern Europe, Central Africa, Middle East, KSA	14:00-17:00	20:00-23:00	
GST (UTC+4)	UAE, Oman, Georgia	15:00-18:00	21:00-24:00	
		Cohort C AMERICAS 23:00-02:00 UTC	Cohort A APAC 11:00-14:00 UTC	
PKT (UTC+5)	Pakistan		16:00-19:00	
IST (UTC+5:30)	India		16:30-19:30	
SGT (UTC+7)	Thailand, Vietnam	06:00-09:00	18:00-21:00	
AWST (UTC+8)	Philippines, Eastern Indonesia, Western Australia	07:00-10:00	19:00-22:00	
JST (UTC+9)	Japan, South Korea, Central & NW Australia	08:00-11:00	20:00-23:00	
AEST (UTC+10)	South-East Australia	09:00-12:00	21:00-24:00	

The course is delivered by:

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