

Strategic Leadership & Management Capstone

Course Welcome

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Today's Agenda



01 Course Introduction

02 Your questions!

Poll #1



Is this your first Capstone course?

1. Yes
2. No

Course Framing

I

- ✓ High Engagement Class.
- ✗ No Coursera.
- ✓ New experience...

Trust the process

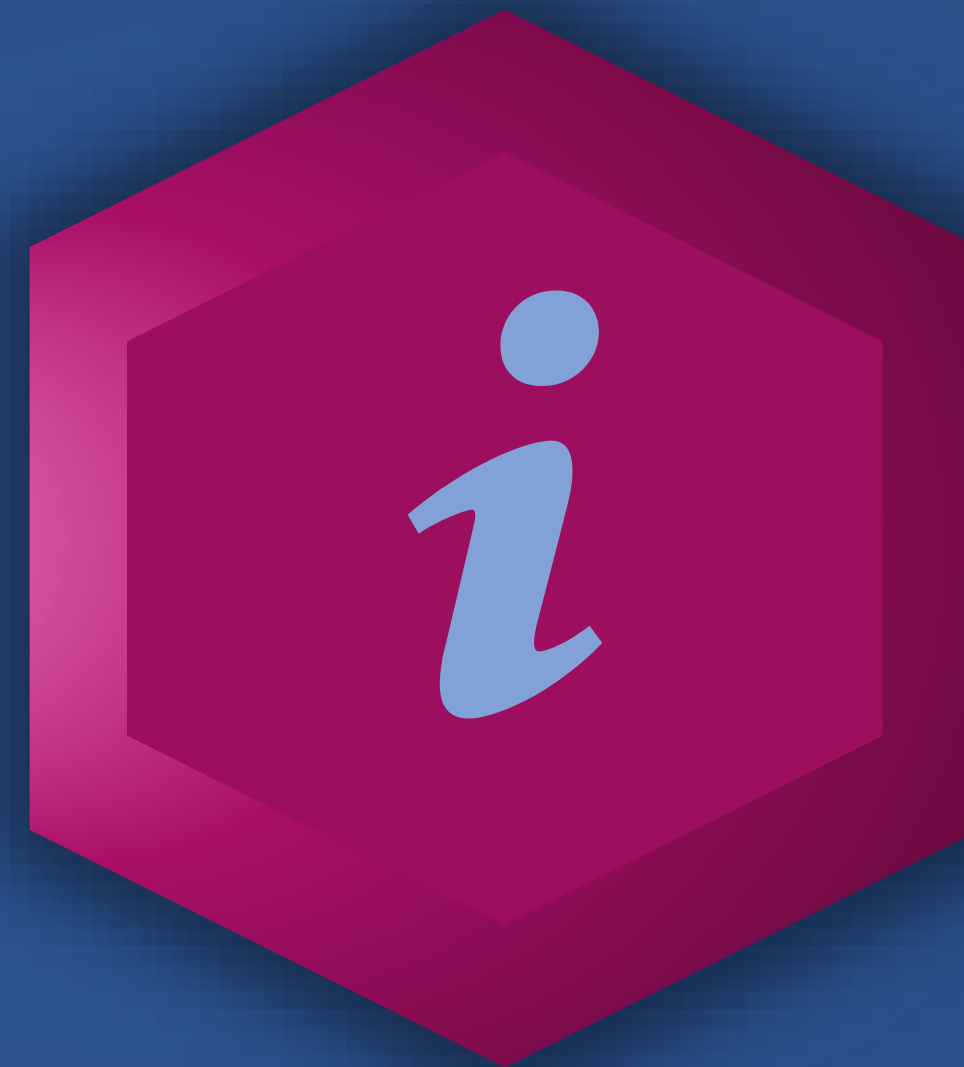


Course Design



Validation

Elements of all specialization courses: Leadership, organizations and strategy.



Application

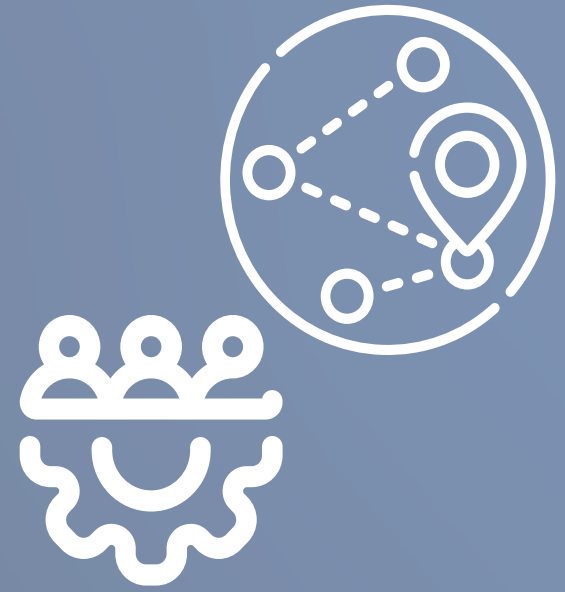
'Live-Case'

Real companies, in realistic-problem-based scenario.

What This Course Includes



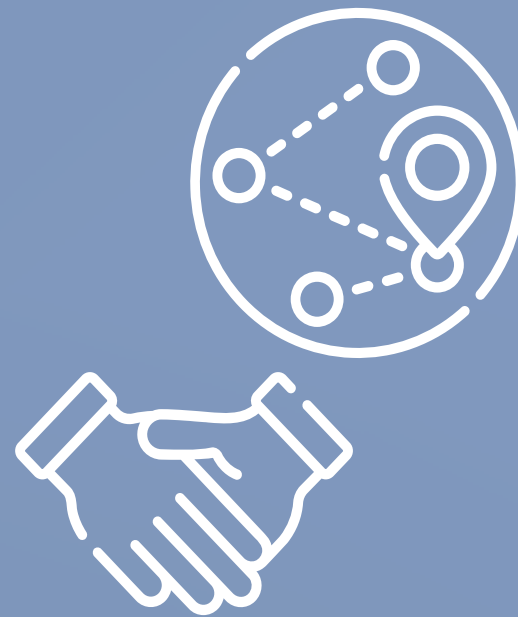
**Live
Sessions**



**Discussion
Board**



**Office
Hours**



**Live Case
Growth Plan**



**Peer
Reviews**



Strategic Leader – Breakout Room



What would a strategic leader look like?

Your task is to teach other people about what is a strategic leader using a **simplified picture...**

You have eight minutes to work in your breakout room.



Strategic Leader – Breakout Debrief **I**



Overall Approach and Philosophy



Appreciative Inquiry

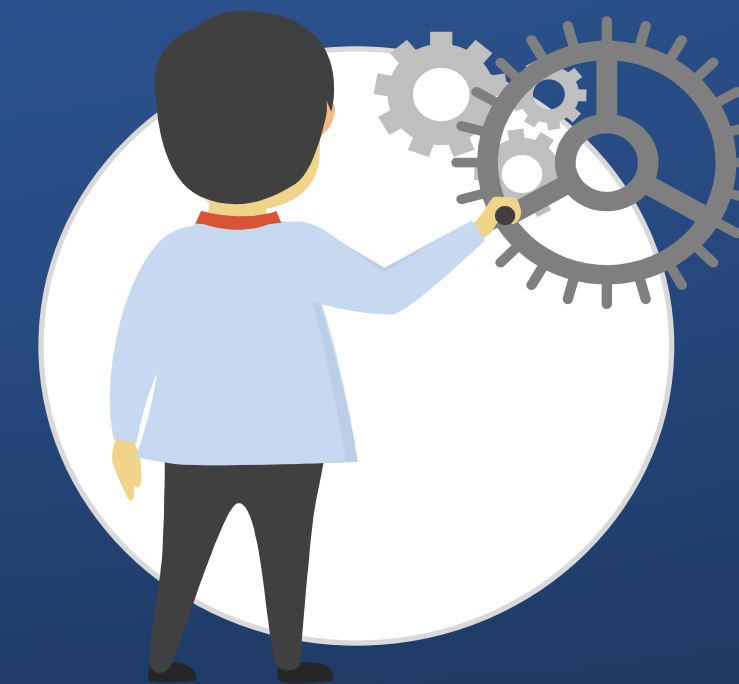
Report templates

Options and Opportunities

No right or wrong answers

Alignment and integration

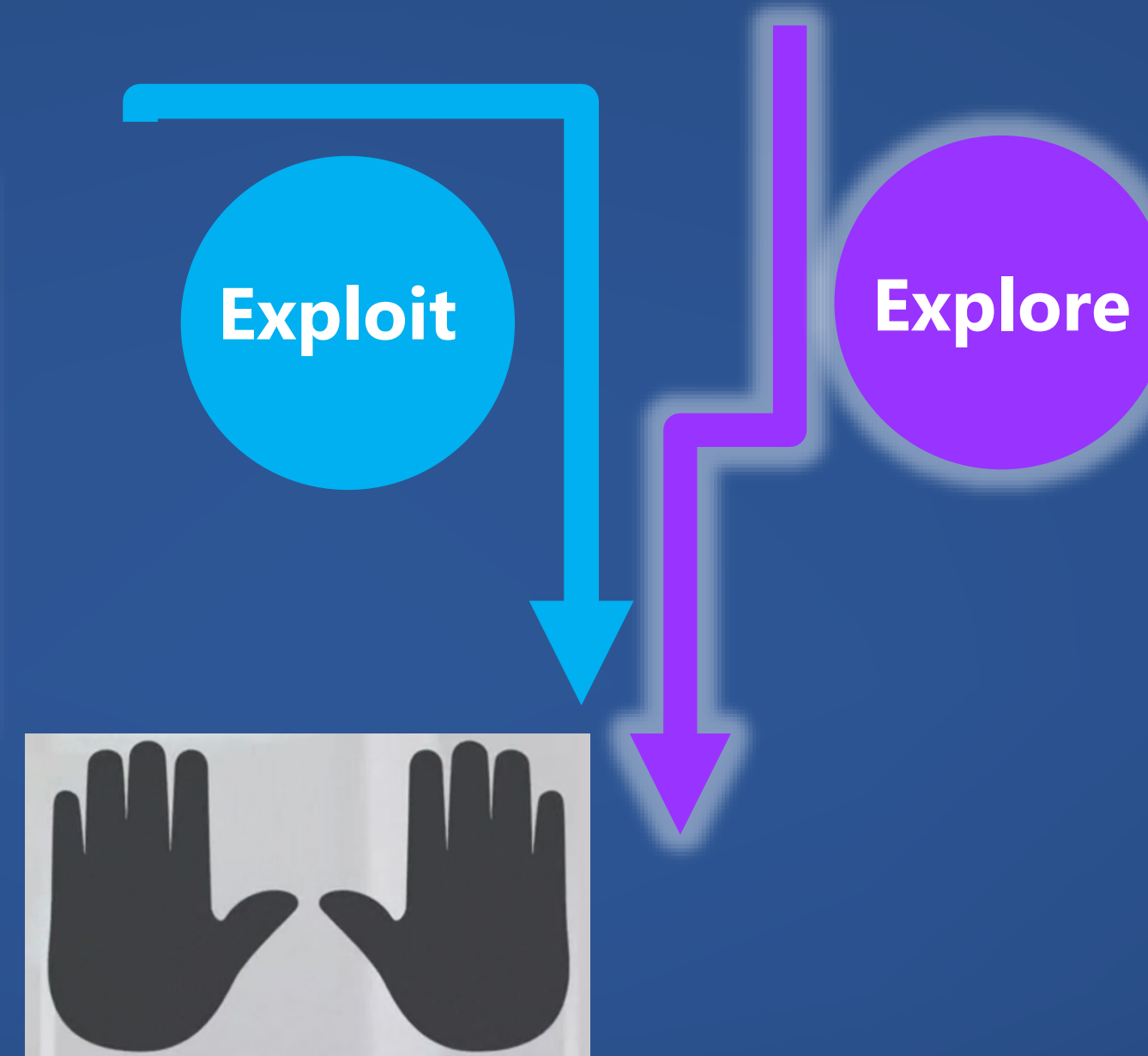
Dialog and Debate



Non-Incremental Growth Initiative

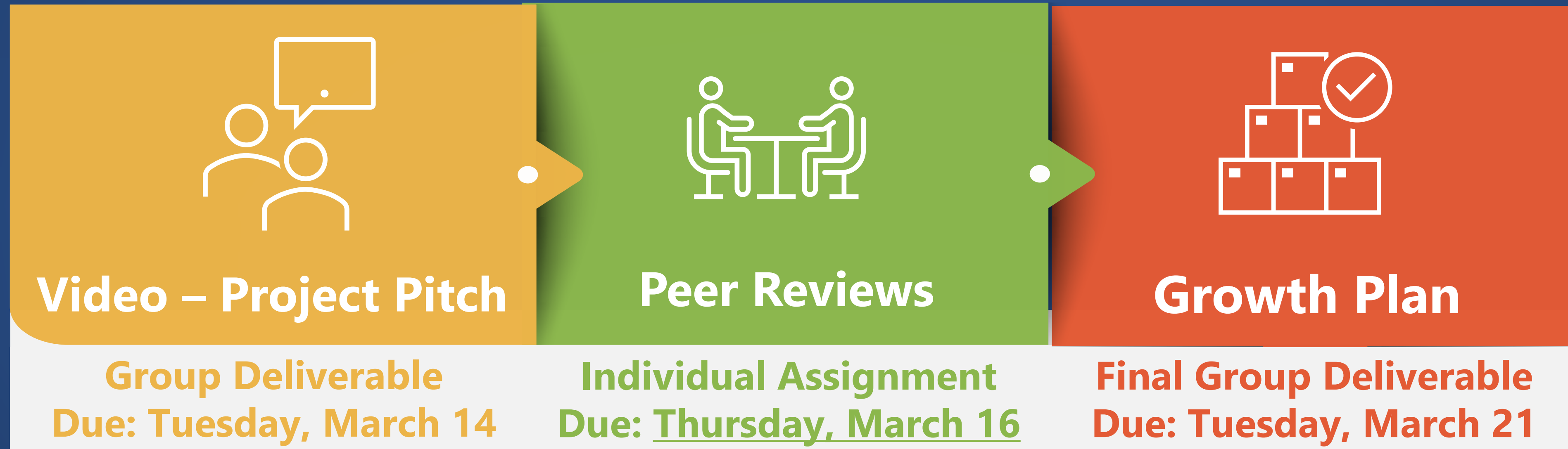
I

EXPLORE: Create a new disruptive initiative that will become the **company's next source of growth**.



Be **BOLD**

Capstone Project



Teammate Evaluation Survey
(due Tuesday, March 21)

Video Project Pitch

Clear message.

Show substantial progress.

Key selling points of your growth plan.

Communicate the growth initiatives.



Video – Project Pitch

Group Deliverable
Due: Tuesday, March 14

Peer Review Process

Submit reviews for at least two group presentations.

Individual assignment....
No extensions (!)



Peer Reviews

Individual Assignment
Due: **Thursday**, March 16

Poll # 2

Research your company (multiple choice):

1. I DOWNLOADED and STARTED reading my company's Annual Shareholder Report.
2. I DOWNLOADED my company's Annual Shareholder Report and will start reading it today.
3. I will start doing my research TODAY (1st deliverable in less than a week).
4. I researched my company and we have multiple sources of information.

Growth Plan



Where are you?

Organizational, Leadership Analysis



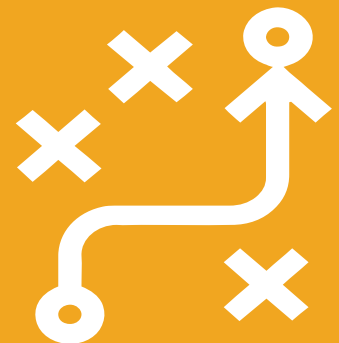
What do we do best?

Internal Strategic Analysis (VRI)



Why are you here now?

Growth Initiatives: revenue, risks.

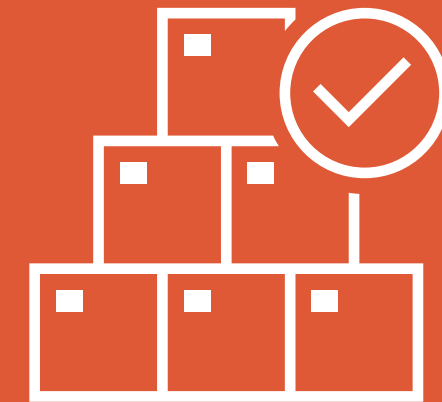


Where is the industry's future going?



What do we need to do?

Growth Plan



Growth Plan

Final Group Deliverable
Due: Tuesday, March 21



What do we need to do?

Growth Plan



Business Model for Growth Initiatives



Conditions for Growth



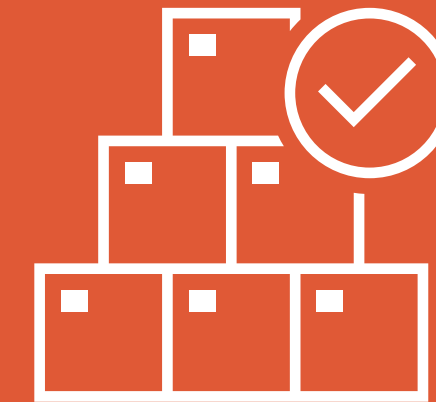
Leverage the core business



Choose the leaders for Growth



Metrics and milestones



Growth Plan

**Final Group Deliverable
Due: Tuesday, March 21**

Our Capstone - March 2023



Sun	Mon	Tue	Wed	Thu	Fri	Sat
05	06	07	08	09 Live Session	10	11
12	13 Office Hours	14 Live Session Project Pitch - Video	15	16 Peer Reviews	17 Office Hours	18
19	20	21 Live Session Final Report	23	24	25	26





Have a Great course!