

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/2018](http://www.amanet.org/2018)

## Strategic Thinking

### Develop a strategic mindset to increase the success of your strategic plans.

Learn how to strengthen your strategic thinking skills and encourage it in others. Through case studies and practical thinking exercises, you'll stimulate your strategic thinking, learn to recognize patterns that impact strategy and enhance your abilities to generate new insights and ideas. Come to your next strategic planning session with the best possible strategic ideas—and help your business move forward in an increasingly competitive world.

### How You Will Benefit

- Explore ways to challenge your assumptions and view your business in a new light
- Learn and apply different thinking methods to avoid groupthink
- Control reactive fixes to problems even in an uncertain business environment
- Generate new ideas and evaluate future scenarios before your competitors do
- Know when to embrace necessary risk, even if resources and information are limited
- Learn to create better short-term goals that support long-term strategy

### What You Will Cover

- Introduction to strategic thinking: a new way of thinking and looking at the world
- Identifying trends and patterns in the macro environment
- Reviewing the business and industry environment; assessing your current organization
- Practicing strategic thinking calisthenics
- Generating ideas and creating plans with a big-picture perspective
- Building an action plan to expand the strategic thinking skills of yourself and colleagues

### Who Should Attend

Individual contributors, managers, directors and other leaders who need strategic thinking skills to gain better business insights and identify trends that can contribute to a more successful business strategy.

### Schedule

- [2] days - \$2,445 Non Members
- [2] days - \$2,195 AMA Members
- [2] days - \$2,079 GSA

## Credits

12 CPU/1.2 CEU

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