

Strategy

thinking fusion AFRICA develops the strategic thinking and decision-making capacity of executive and management teams. Using a tested and unique strategy framework, thinking is challenged whilst strategic as well as implementation decisions are made.

These decisions are packaged creatively for use in communication. The tools, techniques and elements of the strategy framework are designed and applied in a way to support ongoing strategic debate, dynamic strategy formulation and effective testing of implementation success.

The strategy framework is utilised for corporate, business and functional strategy development and management. This ensures effective integration, interdependence and alignment of strategic direction and execution within a robust organisational strategy system.

DESIGNED FOR

Executive Teams of Small Organisations to Large Corporates

Management Teams of Functional and Specialist Units

Private and Public Sectors



PERSONAL BENEFITS

Strategy competence and strategic thinking skill development

Meaningful participation in strategic direction

Knowledge of proven strategy creation process and methodologies



ORGANISATIONAL BENEFITS

Clear strategic direction

Implementation commitment by teams

Access to and application of state-of-the-art strategy framework



DELIVERY

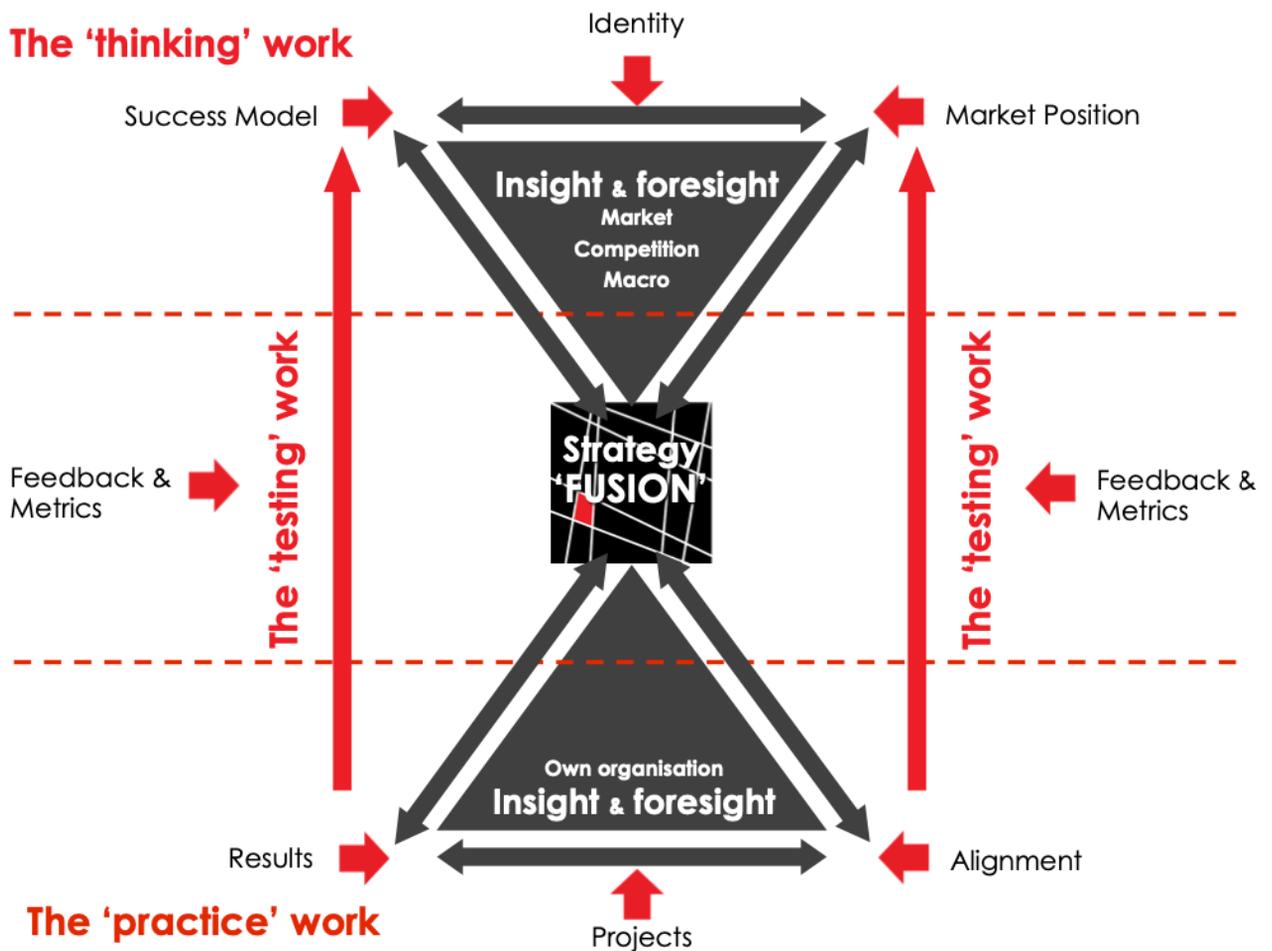
Strategy diagnostics to ensure focused strategy work

Customised strategy sessions

Packaged outputs for leadership communication



Framework



The framework is built around the view that strategy is the fusion of thinking and practice with the aim of building brand leadership.

Strategy is the complex work of the executive leadership of an organisation, but in essence, it is the decisions made by leaders to direct the future of an organisation.

Good strategic decisions are the dynamic and disciplined fusion of insight, foresight, thinking and practice.

The framework considers strategy as work and separates this work into 'thinking' work, 'practice' work, and 'testing' work. The most important 'testing' work of strategy is firstly, whether the results from implementing the strategy indicate that the organisation is moving towards its success model. Secondly, whether the alignment of the organisation is taking it towards its desired market position.

Strategy competence in executive teams is developed through ongoing rigorous debate of a clear strategic agenda and through the disciplined application of a shared strategy framework.

Sound strategy practices are embedded in the framework using processes and practical tools validated through application in a wide range of organisations.

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