

## Thinking Strategically in the Digital Space

*Develop a strategic road map for digital success*

Gaining an understanding of strategic frameworks is key for organizations to succeed in crafting a digital strategy. This program enables you to explore creative and analytical thinking systems, and to develop a strategic roadmap using innovative tools such as the Business Canvas Model. It is ideal for establishing a design-thinking approach, a perspective on disruption and a foundation for the design of your first digital business strategy.

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### Takeaways

- Get a birds-eye view of strategic thinking and analysis in a digital workspace
- Gain insights on disruption and the ways that organizations are responding to it
- Integrate critical and creative thinking for a well-balanced approach
- Employ innovative tools and techniques to break through the status quo
- Fast-track business solutions by establishing a design-thinking approach
- Prepare to develop a digital business strategy that is transformative and persuasive

### Program Content

- What is strategic analysis?
- Introduction to thinking strategies
- Critical thinking and reflection
- Creative thinking and expression
- The art of observation and deduction
- Data visualization
- Analysis through prototyping and design-thinking
- Mapping your digital strategy to the business canvas

## Special Features

This four-week program is offered self-paced online, and includes two live online sessions each week. Average study time per week is about 6-8 hours.

Our online programs are structured to provide a positive learning environment that will enable you to interact with the content and other participants, as well as with the online instructor. All of our instructors are experienced industry professionals who will provide feedback and guidance as you navigate through the content.

## Program Leader

### Jim Southcott

Jim has worked as a senior strategist for more than 25 years and is an Adjunct Professor at UBC Sauder. With both academic and practical expertise, he has helped senior managers set long-term business and marketing strategies, and guides students in navigating change and transforming their digital strategy.

To Register

Executive Education

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Tel. 604.822.8400 (toll-free 1.800.618.3932)