

Strategic thinking allows you to connect dots, zoom out, and see the bigger picture.

Busting strategic thinking myths

- "It's only for senior people"**
– this myth is linked to ladder-like thinking
- "It's only for smart people"**
– this myth limits your learning
- "It's separate from my day-to-day"**
– this myth limits how often you spot situations to use strategic thinking skills
- "It's only for thinkers"**
– this myth ignores the value of executing a strategy.

Ideas for action

1. Use the SWOT framework

Strengths, Weaknesses, Opportunities, and Threats.

This framework is a way of structuring your thoughts. It helps you to consider a situation from different perspectives so you can make more informed decisions.

2. Use horizon-scanning to look into the future

Horizon 1 focuses on short-term improvements
Horizon 2 progresses new ideas and opportunities
Horizon 3 takes the rules of today away so your opportunities are unconstrained by the current reality.

3. Use the SCQA framework

Situation, Complication, Question and Answer.

This framework helps you to communicate a problem clearly, consider the contributing factors, develop hypotheses and propose initial actions to progress.

Strategic questions for your career

What are three trends that are most likely to affect your career over the next three years?



What biases do you have that could get in the way of your strategic thinking?



Whose career progression do you admire and what can you learn from their approach?



Strategic questions for your company

Which part of my organisation do I need to understand better and who could help me to find out more?



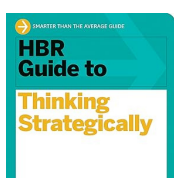
Which of our competitors am I most impressed by, and what are they doing well that we can learn from?



Who has the most influence and impact, and how could I work more closely with them?



Recommended resources



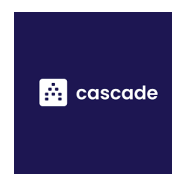
HBR Guide to thinking strategically

This guide provides practical advice and tips to help you see the big-picture perspective.



Balancing consistency and agility

A useful matrix from this HBR article by John Coleman.



Cascade blog & video library

Get lots more ideas for action and insights into strategic thinking in this free blog full of helpful resources.