Bloch Strategic Leadership Program
What is covered in the program?

During the six-month program, you will be introduced to instructors who bring real-world experience into the classroom. Through scenario based learning across a wide-range of business and leadership topics, problem solving, and hands-on application, you will gain perspectives and approaches to leading organizations through change and towards success. The following is an overview of what will be covered in each month of the program.

Month One

In the first month of the program, participants are introduced to strategic tools and frameworks and provided the context necessary to begin approaching business challenges from multiple perspectives. Participants will be introduced to their project team and begin to address this work with a project sponsor.

Topics covered

Critical Thinking and Causal Reasoning

Systems thinking is a holistic approach to analysis that focuses on the way that a system's parts interrelate and how systems function and evolve over time. This approach can be used to analyze and break down many complex fields including business, medical, environmental, political, economic, human resources, and educational systems.

Objectives
- Introduce a system's thinking approach for understanding the complex and interconnected nature of business
- Explore cases and tools which demonstrate the value of embracing a holistic view of business and leadership

Strategy Frameworks and Tools

This session introduces tools and frameworks that will be used throughout the program to identify, analyze, and address business opportunities and challenges. This session will focus on analyzing the current state of business by focusing on relevant case-based scenarios.

Objectives
- Strategically analyze real-world business examples focused on understanding the nature of business models
- Understand the core competencies of a business and explore opportunities for leveraging these assets

Business Landscape Analysis | A Macro Economic View

Macroeconomics and the state of various industries will be explored with a focus on growth, challenges, and opportunities. An introduction to market conditions, interconnections, and cause/effect relationships between policy and industry will be explored with focuses on regional, national, and international markets.

Objectives
- Explore key economic and policy relationships
- Identify resources for gathering and interpreting key economic indicators

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Design Thinking Introduction & Empathy
Building upon the Design Thinking methodology for customer-focused problem solving, this session will set the stage for identifying and approaching a business problem that will be the focus of an in-class project for the next six months.

Objectives
- Discover the stages of the Design Thinking process and begin working with a team to address a business challenge by understanding the context and roots of the problem
- Identify key stakeholder groups and approaches for gathering research to begin defining the project focus

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Month Two

In the second month of the program, participants debrief on project research and begin to apply that learning to understand the underlying causes of given challenges and create customer-informed solutions. Classroom time focused on understanding context and moving business forward through innovation and change will be introduced.

Topics covered

The Innovation Mindset

The innovation spectrum will be explored with an emphasis on understanding the role that innovation takes in solving challenges and driving sustainable business growth. Concurrently, the session will focus on identifying organizational norms and practices that can support or hinder innovation.

Objectives
- Discover frameworks for assessing the strategic opportunities that innovation presents
- Explore how to break through challenges to innovation

Business Insights and Analysis

This session will focus on identifying business competitors and evaluating strategies to assess the strengths and weaknesses of existing products and services. Additionally, connections between competitive analysis and marketing strategy will be explored.

Objectives
- Assess forces affecting a company, its products, and services and market position
- Apply tools to understand the unique value and opportunities available to organizations

Change Leadership

Participants in this session will explore the concepts of adaptive and technical change to discover that we often default to applying technical solutions to adaptive problems. In an experiential environment, participants will discover key factors, practical lessons learned, and a proven methodology for leading adaptive change.

Objectives
- Identify and analyze drivers and barriers to leading organizational change
- Explore strategies for leading change effectively

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Customer Centered Problem Definition

During facilitated working time, project teams will begin to assemble initial approaches to addressing their assigned business challenges while considering various stakeholders throughout their design process. Additionally, project teams will begin to create the foundations of a business case for addressing their project.

Objectives
- Define problem statements taking into consideration multiple perspectives
- Create plans for engaging with stakeholders to refine understanding of problem areas

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Month Three

In the third month of the program, participants continue to apply lessons learned from project-related research and iterate on evolving approaches to addressing business challenges. Classroom time will focus on understanding business finance and the future of industry as well as approaches for leading organizations through influence.

Topics covered

Financial Analysis

This session will provide participants with an overview of the key financial reports that demonstrate the financial performance of an organization. By understanding financial performance over time, participants will assess trends, opportunities and challenges.

Objectives
- Analyze primary financial reports including cash statements and annual reports
- Understand the drivers of financial performance and learn to recognize financial threats

Personal Brand and Executive Presence

Presence is not about acting. It is about understanding your personal brand, knowing your core values, and being relentlessly focused on allowing those components to guide your decisions and behaviors. In this session, through a series of reflective exercises and interactive assignments, participants will explore their own brand and learn to develop presence.

Objectives
- Align personal brand with values and learn what resonates to others about your brand
- Develop executive presence through role-play and personal assessment

Systems Thinking: Organizational Integration

Business integration is a strategy whose goal is to synchronize business systems, stakeholders, culture, and objectives with business strategy and goals. Business integration is a reflection of organizational effectiveness and can signal challenges as well as opportunities for growth and improvement.

Objectives
- Understand what is required to achieve high-levels of integration
- Discover opportunities and challenges by assessing key characteristics

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Ideation and Stakeholders

During facilitated working time, project teams will tap collective creativity and iterate on approaches to problem solving with a focus on developing more than one possible solution. Further work on developing the business case will include documenting research.

Objectives
- Develop and Iterate on solution concepts for addressing identified problem focus
- Synthesize and summarize project research and feedback

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Month Four

In the fourth month of the program, participants will move forward with a problem solution and begin to build out a project approach and plan. Classroom time will focus on the business of decision making, driving product creation and implementation, as well as developing presence as a leader.

Topics covered

Risk Analysis and Decision Making

Risk can be hard to spot, let alone prepare for and manage. This makes Risk Analysis an essential tool when your work involves making decisions that affect business performance. This session will focus on tools and frameworks for assessing risk and making informed business decisions.

Objectives
- Uncover analysis tools to assess the risk of business positions and decisions
- Apply decision making methodologies to contemporary business examples

Planning for Projects and Change

The old adage is as true today as ever, 'the devil is in the details,' and in the case of developing and implementing projects within an organization of any size, small mistakes can have unforeseen repercussions. In this session, participants will explore tools to help manage both the organization of projects as well as the implementation of change plans designed to integrate projects across existing operations.

Objectives

- Explore the vital role that effective and consistent communication has across project and change management
- Analyze project and change plans to identify risks, dependencies, assumptions, and to develop implementation timelines and resource budgets

Organizational Influence and Persuasion

Recognizing that success relies on the ability to get things done within an organization, this session will focus on developing the essential skills of influence and persuasion. Participants will identify their own preferred influence style, and learn how best to leverage it when responsibilities exceed authority. Participants will also learn how to adapt their style depending on the relevant person and as well as what to do when ideas are rejected.

Objectives
- Assess personal style and approaches for gaining more organizational influence
- Uncover the makeup and value of networks and the drivers of building trust with others

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Prototyping

During facilitated working time, project teams will choose one project solution and begin to build their project plan. The business case will evolve and include additional structure on what will be needed to develop and implement the chosen solution.

Objectives
- Practice low fidelity prototyping and various approaches for sharing product or solution concepts
- Further refine business cases and gather additional feedback from identified stakeholders

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Month Five

In the fifth month of the program, participants will continue to build out their problem solution and refine the associated project plan. Classroom time will focus on tools for managing project and change initiatives, understanding marketing strategy, and developing executive level communication skills.

Topics covered

Executive Storytelling | The Art of the Presentation

Professionals are continuously assessed by how well they can communicate information both formally and informally. Studies show that those who are able to clearly articulate facts and points of view often enjoy greater professional success. In this session, participants will take part in an all-day master class that will provide ample opportunity for developing executive communication skills.

Objectives
- Learn to develop and deliver formal and informal presentations that inspire and influence
- Practice using proper body language, tone, and word choice – especially in handling objection, building confidence, and remaining calm under pressure

Diversity, Equity, and Inclusion

In today's dynamic and diverse workplace, managing can be an increasingly difficult task. To optimize business performance, diverse and inclusive environments must be cultivated. Leaders get best results when they build and foster diverse teams that include different backgrounds , unique identities and values. Mastering the skills to lead diverse teams is an essential element for success in today's business world.

Objectives
- Learn to be more thoughtful about team culture
- Get grounded in what environments help diverse teams reach their full potential and deliver better outcomes

From Invention to Implementation

Organizations rely on the effective development and delivery of products and services, as well as efficient use of resources, to drive growth. From conceptualization through implementation, participants will follow case-based examples to understand the complexity of this core pillar of business operations.

Objectives
- Evaluate the complexity and resources needed to develop and implement solutions
- Analyze the threats and opportunities available to organizations through their operations

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Beta Testing and Feedback

During facilitated working time, project teams will test their project solutions through team work and consumer testing. The business case will continue to evolve and include beta test results and refinements.

Objectives
- Conduct Beta Testing of primary solutions through team and consumer feedback
- Further refine business case to represent test results and solution refinement

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Month Six

In the sixth and concluding month of the program, project teams will deliver a project pitch to an audience of executives and submit their final business case plans.

Pitching the Project | Client Project Presentations

After receiving final feedback from peers, sponsors, and instructors, the project teams will present their final project proposals and deliver final project plans. This culminating presentation will be an opportunity to both pitch an innovative solution and to demonstrate executive communication skills.

Objectives
- Deliver a high-quality, rehearsed, professional presentation to a senior level audience
- Produce an informed, researched, and creative business plan that incorporates tools and considerations learned throughout the Strategic Leadership Program

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