Gain credit towards your MBA by enrolling in an experiential strategy workshop.

Scenario Planning and the Art of Strategic Conversation is a highly experiential five-day workshop offered by the AIM WA+UWA Business School Executive Education alliance.

Focussing on the skills of effective scenario planning, the workshop explores the theory of scenario planning in the context of ‘real’ client problems.

From this, participants develop a number of scenarios that explore the key concerns in the scenario agenda. Implications for the client organisation are drawn out and considered in the context of strategic change. The process results in new insights about potential strategic risks for the client.

Learning Outcomes

As a result of this program you will:

- Become aware of practical approaches to strategy in situations of uncertainty and ambiguity
- Be able to explore and analyse the contextual environment through the development of a ‘set’ of scenarios
- Be able to establish the characteristics of success for an organisation, that is, its “Business Idea”
- Consider issues involved in organisational perception and learning, as well as issues that limit learning
- Develop awareness of intervention possibilities
- Consider the relationship between scenario planning and strategy
- Initiate a scenario based planning exercise in a practical setting

Who will benefit?

The program is designed for public and private sector practitioners who are involved in the development of policy and strategy. In particular, those who are concerned about the strategic future of their organisation will benefit greatly from the scenario planning approach.

Credit towards the MBA Flexible

This unique program aligns with the UWA Business School’s MBA Flexible program. Participants who successfully complete the workshop and pass the optional assessments will receive credit (to the value of one option unit) towards their UWA MBA Flexible (subject to meeting normal program admission requirements).
Date and time
Scenario Planning and the Art of Strategic Conversation will be held across five days, from 26-30 June 2017. Classes will run from 8.30am - 5.00pm each day at AIM WA's offices, located at 76 Birkdale Street, Floreat.

Cost
Special rate for UWA MBA Flexible students: $4000 plus GST (applications close 26 May 2017)

Standard rate: $5200 plus GST

What do participants say?
“This was an excellent experience with a very practical approach to managing real world problems. I am glad that I chose this subject as part of my MBA as it has provided me with additional skills and experience, different to other units which I have studied.”

About the Presenter
Professor George Burt is the current Director of the Centre for Advanced Management Education and Director of the MBA program at the University of Stirling, Scotland.

Over the past 20 years George has designed and facilitated a range of scenario and futures both in an educational and a consultant capacity. These projects have been undertaken in the UK and internationally with organisations such as World Bank, Shell, ProRail Holland, PETRONAS Malaysia, de Beers, PayPal, DoosanBabcock, Lloyds Registry Quality Assurance, Caledonian Paper plc, the Edrington Group, Stirling Council, Dumfries & Galloway Council, and City of Glasgow Council.

Prior to his appointment at the University of Stirling, George was the Director of Strathclyde’s MBA and MSc in International Management. During his 20 years at Strathclyde Business School he established and developed the Centre for Scenario Planning & Futures Studies (CSP&FS). CSP&FS hosted several international conferences on organisational foresight; undertook several large research projects; and hosted a number of training workshops for those interested in scenario planning and futures studies.

Before joining Strathclyde Business School in 1993, George qualified as a chartered accountant and also spent a number of years working with a large UK consultancy practice.

Enquiries and bookings
Bookings close on 19 June 2017. UWA MBA students wishing to receive the special discount rate should book by 26 May 2017. To book or make an enquiry, contact:

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