



**Institute of
Management Technology**
Ghaziabad, Delhi NCR



STRATEGIC THINKING

About Us

Established in 1980, IMT Ghaziabad is a premier AACSB-accredited management institute in India, known for its strong emphasis on Innovation, Execution, and Social Responsibility in leadership development. Consistently ranked among the top business schools in the country, IMT boasts of a robust alumni network with over 1,000 C-suite leaders across global organizations. The Executive Education (ExEd) arm actively collaborates with industry, government, and the social sector to design and deliver customized programs rooted in sector-specific research and future-ready learning, ensuring maximum relevance and impact.

Program Context

In today's fast-paced business environment, middle-level managers play a critical role in translating organizational goals into actionable strategies. Strategic thinking is essential for navigating uncertainty, making informed decisions, and creating a competitive edge. However, many managers get caught up in daily operations and fail to think long-term or align their actions with the company's strategic vision.

This program is designed specifically for Indian middle-level managers to help them develop a strategic mindset, analyze market dynamics, anticipate challenges, and drive business success. By combining frameworks, case studies, role-playing, and hands-on exercises, this program will equip managers with the skills to think strategically and make better business decisions.

Program Objectives



- Understand the fundamentals of strategic thinking and its role in decision-making
- Apply structured frameworks to analyze business environments and industry trends
- Develop a long-term, strategic mindset to address challenges and seize opportunities
- Enhance problem-solving skills using scenario planning and critical thinking
- Improve strategic communication and persuasion to influence key stakeholders
- Create a personal action plan to integrate strategic thinking into their daily roles

Deliverables



Module 1 – Introduction to Strategic Thinking and Understanding Business Environment

- What is Strategic Thinking?
- Why is it Important?
- Identifying Key Market Trends & Industry Disruptions
- The Role of Data in Strategic Thinking
- Competitive Forces and Market Positioning

Module 2 – Developing Strategic Problem-Solving Skills

- How to Frame and Solve Complex Business Problems
- Critical Thinking Techniques for Managers
- Avoiding Cognitive Biases in Decision-Making

Module 3 – Strategic Decision-Making

- How to Anticipate Future Business Trends
- Identifying Risks and Uncertainties
- Making Strategic Decisions Under Uncertainty

Pedagogy



- Hands-on exercises for problem-solving
- Experiential Learning
- Case discussions and presentations

Target Audience



The program is aimed at middle-level managers, department heads, or vertical heads. Founders and CEO's of startups would also benefit significantly from this program.

Program Directors



Dr. Shalini Rahul Tiwari

Associate Professor

Area: Strategy, Innovation
& Entrepreneurship

Dr. Shalini is a Fellow of the 'Institute of Directors' and an Associate Professor in the area of Strategy, Innovation & Entrepreneurship at IMT Ghaziabad. She is the President of the Institute Innovation Council (IIC), NISP Coordinator (National Innovation and Start-Up Policy) for the institute, and Faculty Mentor for the Entrepreneurship

Cell (E-Cell). She teaches courses such as – Strategic Management, Strategy Implementation, Strategy Simulations (Capsim, Marketplace, and EnParadigm), Entrepreneurship and Business Development in India, Strategies in Emerging Markets, and Design Thinking. She has a Ph.D. in Strategic Management from MDI, Gurgaon, India. Having served in various capacities, she has gathered a rich experience of 24 years. She is interested in academic administration, research, teaching, training, and consultancy. She has written several research articles, case studies, book chapters, short articles, and books for various international and national publications. Her book on Design Thinking (Wiley India) is the best-selling textbook on this subject.

She is a very active and engaged trainer and facilitator. She has successfully delivered training programs to well-known corporate giants such as – Reckitt Benckiser, Maruti Suzuki, True Value, Coca Cola (India), GMR- Delhi Airport Authority of India, The Times of India (Bennett Coleman Ltd)., AMDOCS, Airport Authority of India, Hero Moto Corp Ltd. Indian Postal Academy, etc.

She is a certified case teacher and writer by the Harvard Business School. She has attended several training programs on upcoming knowledge domains such as Design Thinking by KPMG, Strategic Thinking and Leadership by Wharton, Penn University; and Creative Strategy by Columbia Business School, USA.

She is an IICA certified ESG and CSR consultant and trainer. She is also Empanelled as an 'Independent Director' (IDDB-NR-202005-027013 and DIN 09357650). She is an Independent Director at Intec Capital Ltd., Cranex Ltd., and Magnum Ventures Ltd. She is an Associate Editor for Emerald Emerging Markets Case Studies Journal (<https://www.emeraldgrouppublishing.com/journal/emcs#editorial-team>). She has also been a part of grand jury for CSRBox.

She has been invited to deliver several programs at international institutions such as – The Burgundy School of Business (France), The KEDGE Business School (Bordeaux, France), EESCA Business School (Shanghai, China) & IMT Dubai.

She has presented her research at various prestigious conferences and forums such as Academy of Management (AoM), Eastern Academy of Management, Australia & New Zealand Academy of Management, Asia Pacific Knowledge Management Conference, Smart Business Networks initiative, International Conference on Knowledge Management, and so on.

Besides teaching and research, she is engaged with relevant stakeholders to develop innovative solutions. She is an active supporter of causes such as – education for children, sustainability, and women empowerment.

Administrative Details

Mode: Offline

Venue: IMT Ghaziabad (Institute of Management Technology, Raj Nagar, Ghaziabad-201001)

Note: On successful completion of the program, the participants will be awarded a Certificate of Participation from the Institute.

Management Development Program Office

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