



# Webinar

## Demystifying Strategic Thinking, Planning and Execution

Saskatchewan Trade and Export Partnership (STEP) has partnered with Centuries of Leadership, a division of Canada Training Group, to bring you Demystifying Strategic Thinking, Planning and Execution, a training webinar developed and presented by retired high-ranking military officers with more than a century of combined experience.

STEP members and non-members are invited to attend this complimentary training webinar, to learn the military approach to strategic planning and how to use this battle-tested methodology to hit your exporting targets.

### **Webinar - Demystifying Strategic Thinking, Planning and Execution**

**Wednesday, January 13, 2021**

**09:00 a.m. - 11:45 a.m.**

**Cost: Complimentary**

#### **Program Outline:**

- Welcome and Introduction
- Panel Discussion
- Focused Panel Discussion with Q & A From Participants.

This webinar will explore:

- Four categories of thinkers and how best to empower them
  - Top 10 attributes of a strategic leader and how to cultivate these qualities
  - Key questions to evaluate the thinking abilities of your employees and yourself
  - Essential aspects of military planning that companies can use to achieve strategic objectives with greater precision.
  - The 4 phase loop used to make military decisions and how it can help you
  - Key principals that guide military planning and how to apply them to your business
  - How to involve your entire company in the planning process while avoiding overwhelm
  - How to transform a strategic plan from interesting concept into measurable business results
  - 4 key elements every plan must include to get to where you want to be
  - How your leadership role must shift and 4 components to address in a communication plan
- Breaks included - Timing is TBD

Participants are asked to **register by Tuesday, January 12, 2021**

Please visit [www.sasktrade.sk.ca/events](http://www.sasktrade.sk.ca/events) to register online.

*For further information, please contact:*

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## Demystifying Strategic Thinking, Planning and Execution

### About Your Instructors

#### **Dave Smith**

President, Centuries of Leadership, a Division of Canada Training Group.

Dave's leadership began in 1966, and since 1980, he has been the president of Canada Training Group, which has trained more than 25,000 people in Canada, the United States, Mexico, the Caribbean and the Middle East. He leads a group of professionals conducting international projects with team members from multiple cultures.

#### **Jorge Vilela, MSc, BA, MBA**

Colonel (Retired), Brazilian Air Force

A military pilot, flight controller and psychological operations specialist, Jorge Vilela participated in the strategic planning team for air and army operations in more than 11 national and 4 international operations, real and simulated. He taught strategic planning to senior officers at the Brazilian Air Force Strategic Planning School and continues as a lecturer at Unyleya, Brazil's largest university.

#### **David Munroe**

Regimental Sergeant Major, Royal Canadian Armoured Corps

As a 7th level leader, David Munroe managed a team of 500 people, as well as provided guidance and mentoring to hundreds of developing leaders. His military career began in 1984 and surpassed all military leadership courses and ranked as a command team partner in The Ontario Regiment. During the pandemic, he was called from the reserve forces to manage hundreds of troops providing critical infrastructure support, including nursing homes.

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