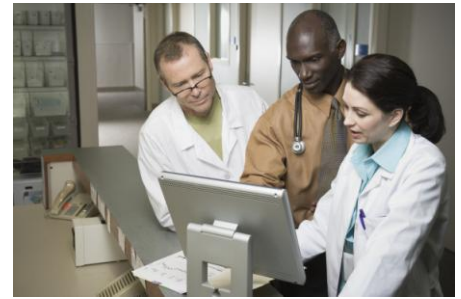




James Leadership Group

Reimagining Leadership, Reframing Organizations



Case Study

Strategy & Scenario Planning

Health Services

Client

Associate Vice President, Faculty Development Department at a leading U.S. academic cancer center

Challenge

Medical university Department of Academic Affairs Faculty Development needed to develop the strategic planning skills of its faculty.

Approach

We applied the JLG approach to strategy and scenario planning, employing the frameworks of Porter's Competitive Advantage and scenario analysis as a means of engaging decision-makers to proactively manage uncertainty and think strategically about the future.

Solution

This approach allowed us to provide a 4-hour training module facilitated in 3 sections that offered interactive exercises for participants, beginning with an overview of strategic planning processes and covering the steps and phases involved to build and execute strategic efforts. Lesson topics included strategy formulation, alignment, communications and execution. These topics were supplemented by pre-reading materials and a reference list.

Results

JLG helped the client successfully develop its faculty's strategic planning capabilities, including:

- Designing the strategic planning process
- Generating and conducting internal and external needs analyses
- Creating a communication strategy
- Developing an execution strategy

Client Feedback

"Kenneth James has done superb consulting work for The University of Texas MD Anderson Cancer Center. For the Office of Faculty Development, Kenneth has been a generous and knowledgeable partner whose extensive leadership expertise in large and complex organizations is deeply appreciated by my team as well as by our collaborators outside our department. Kenneth has presented workshops to our clinical and research science faculty on strategic planning and performance management. Both those sessions were extremely well received and highly rated."

-Associate Vice President, Faculty Development
University of Texas MD Anderson Cancer Center

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