Leadership Academy: Strategic Thinking

INTRODUCTION

Research suggests that a key difference between a leader and a manager is the capacity to think and act from a bigger picture and long-term perspective. A key determinant of career success for many CSD professionals is their ability to identify new opportunities to add value in both their organizational and volunteer roles. In this webinar, participants will be introduced to strategic thinking concepts and strategies for identifying and developing innovative new ideas.

LEARNING OUTCOMES

You will be able to:

- Distinguish between thinking styles: creative, critical, and systems-oriented thinking
- Explore how to identify and frame strategic opportunities
- Explore and apply the SWOT analysis technique

CONTENTS

Types of Thinking ........................................................................................................................................... 7
Strategic Opportunities ..................................................................................................................................... 10
SWOT Analysis Technique ................................................................................................................................. 13

PROGRAM HISTORY and IMPORTANT INFORMATION

To earn continuing education credit, you must complete and submit the learning assessment on or before August 14, 2021.

To see if this program has been renewed after this date, please search by title in ASHA’s online store at www.asha.org/shop.

This course is offered for 0.1 ASHA CEUs (Intermediate level, Related area).

STATEMENT ON EVIDENCE-BASED PRACTICE

It is the position of the American Speech-Language-Hearing Association that audiologists and speech-language pathologists incorporate the principles of evidence-
based practice in clinical decision making to provide high-quality clinical care. The term *evidence-based practice* refers to an approach in which current, high-quality research evidence is integrated with practitioner expertise and client preferences and values into the process of making clinical decisions.

Participants are encouraged to actively seek and critically evaluate the evidence basis for clinical procedures presented in this and other educational programs.

*Adopted by the Scientific and Professional Education Board, April 2006*