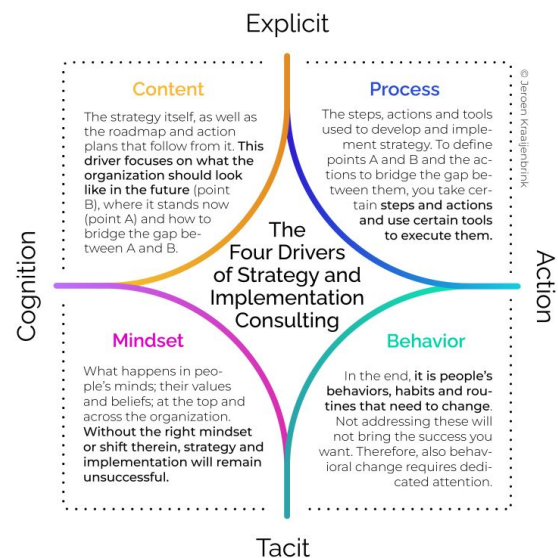


# CERTIFIED STRATEGY & IMPLEMENTATION CONSULTANT (CSIC) PROGRAM

Curriculum Overview By Jeroen Kraaijenbrink and Timothy Tiryaki

The CSIC program empowers like-minded strategy consultants, internal strategy officers and those who want to move into strategy and implementation support, offering a non-traditional, practical, and impactful way of making strategy real.

The program is organized around four strategy and implementation drivers. Module 1 covers the Content and Process part of S&I Consulting and helps you understand the steps and tools to use. Module 2 covers the Mindset and Behavior part of S&I Consulting and focuses on how to coach individuals and teams throughout the process.



## Module 1: Strategy & Implementation Content and Process

In this first module you develop an understanding of the overall whole-person approach to strategy and implementation and take a deep dive into the process side of this approach. You learn how to effectively onboard a team, design and formulate a strategy with that team, and turn this strategy into a roadmap, and action plan for implementation. This includes development of robust facilitation, integration and formulation skills, equipping you to develop and implement strategy that is understood, embraced and enacted.

Session	Topics Covered	Preparation	Trainer
Week 1 Introduction	Introductions & Community Building Unique Value Proposition Strategy & Implementation Fundamentals Methodology: Review of Tools & Process	<i>Strategy Consulting</i> , all chapters <i>The Strategy Handbook</i> , Ch 1 & 2 (Cursory read suffices for first session)	Both
Week 2 Onboarding	Scoping Client Needs & Designing Programs Onboarding Leadership Teams North Star Framework for 1:1s & Teams	Client Needs Scoping Questions North Star Framework Template	Both
Week 3 Understanding	The Strategy Sketch and How to Use It Analyzing and Understanding the Status Quo Facilitating A Strategy Mapping Session	<i>The Strategy Handbook</i> , Ch 3 & 4	Jeroen
Week 4 Assessing	Ten Assessment Criteria and How to Use Them Judging an Organization's Strategy Facilitating A Strategy Assessment Session	<i>The Strategy Handbook</i> , Ch 5	Jeroen
Week 5 Ideating	Harvesting & Generating Ideas Working with Strategy Stretch Scenarios Facilitating a Strategy Ideation Session	<i>The Strategy Handbook</i> , Ch 6	Jeroen
Week 6 Choosing	Prioritizing Everyone's Top Choices Dealing with Tradeoffs and Dilemmas Facilitating a Strategic Choice Session	<i>The Strategy Handbook</i> , Ch 6	Jeroen
Week 7 Formulating	Turning Chaos into Structure and a ToC Creating a Convincing Joint Strategic View Developing a Strategy Roadmap	<i>The Strategy Handbook</i> , Ch 7-9	Jeroen
Week 8 Planning	Developing an Action Plan Measuring and Monitoring OKRs and KPIs Realization Rhythm, Process and Structure	<i>The Strategy Handbook</i> , Ch 10-11	Jeroen

## Module 2: Strategy & Implementation Mindset and Behavior

In the second module you develop comprehensive strategy and implementation support skills. We start where project management ends. You will gain insights into the interplay between strategy and culture, enabling you to influence organizational climate and operational culture. You will develop strong coaching skills, enabling you to address mindset and habit changes. After this module, you can design and deliver strategy and implementation support programs working in both one-on-one and in team settings.

Week 9	Introduction to Implementation Coaching Defining Coaching. Types of Coaching. Coaching Demo & Debrief	<i>ICF Core Coaching Competencies</i>	Tim
Week 10	The Coaching Funnel for High Impact Coaching Sessions Coaching Demo, Practice, Q&A		Tim
Week 11	Coaching Interventions: Wheel & Scaling Coaching Demo, Practice, Q&A		Tim
Week 12	Coaching Interventions: Six Faculties Coaching Demo, Practice, Q&A		Tim
Week 13	Coaching Interventions: Needs-Based Coaching Demo, Practice, Q&A	<i>Leading With Culture Book</i>	Tim
Week 14	Coaching Interventions: Cognitive & Behavioral Change		Tim
Week 15	Team Coaching Competencies & Best Practices	<i>ICF Team Coaching Competencies</i>	Tim
Week 16	Customization and Optional Elements Thought Leadership and Marketing Collaboration and Strength Circles Q&A, Closure, and Next Steps		Both

### Teaching Philosophy

The CSIC program is a skill-oriented program. While there is some theory in every session, the main focus is on application. Throughout all sessions, we address each element of the *4Es of Soft Skill Development* approach that was specifically designed for this program. By doing so, we make sure that each session consists of:

**E1. Explanation (Listen):** develop conceptual understanding of the theory, concepts, tools and models that we use.

**E2. Example (See):** enhance conceptual understanding through concrete, real-life examples of how we work.

**E3. Experience (Feel):** develop practical understanding through a demo in which you experience how we work.

**E4. Exercise (Do):** enhance practical understanding through learning-by-doing and peer-learning in small groups.

