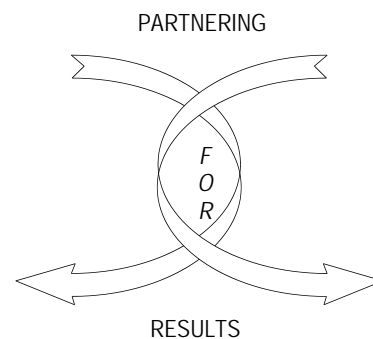


Strategic Thinking: *Choosing Your Path*

The health care industry is in transition and moving ever further into unknown territory. Success increasingly demands new ways of thinking about your competition as well as your own core competencies. Those who do not proactively align with this movement may be locked out.

Effective strategies, that is, *what you will do and how you will do it*, are the result of systematic analysis. Dr. O'Connor will challenge participants to:

- ◆ Clarify the importance of strategic thinking in health care
- ◆ Articulate their ideal vision of future possibilities
- ◆ Identify environmental trends that define their future opportunities and threats
- ◆ Specify and respond to internal threats/opportunities given core capabilities
- ◆ Apply critical thinking to differentiate between good ideas and profitable opportunities
- ◆ Identify needed strategies, goals, and tactics to move toward enduring success



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