

Business in Parliament Conference (BIPC) 2023

Workshop 6 – Strategic Decision Making: Techniques and process for stronger strategic decision making

Hosted by Institute of Directors (Scotland)

Overview

This interactive workshop aims to help strengthen strategic decision-making ability so your organisation is ready for what the future holds. Using the latest global research and insight from entrepreneurs and thought leaders, we will explore the elements of effective strategic decision-making and practical solutions to overcoming common challenges. Drawing on global insights that take in the post-Covid landscape and the Scottish Government's 10 year [National Strategy for Economic Transformation](#), the workshop offers practical techniques to develop your own competencies and improve the effectiveness of business leadership.

The workshop will:

- Explore what strategic decisions are;
- Discuss how to take them and be creative/entrepreneurial;
- Ways of evaluating their impact; and
- Stress testing the appropriateness of the decisions taken.

Background

The Scottish Government published the [National Strategy for Economic Transformation](#) in March 2022. The strategy contains bold and ambitious actions to be taken over the next 10 years to deliver fairer, greener prosperity for all Scotland's people and places, and to make our economy more sustainable and resilient in the longer term.

The strategy's five policy programmes of action aim to increase Scotland's prosperity, productivity and international competitiveness. They include:

- stimulating entrepreneurship;
- opening new markets;
- increasing productivity and promoting regions;
- developing the skills we need for the decade ahead; and
- ensuring fairer and more equal economic opportunities.

[Delivery plans](#) were published in October 2022 setting out how the Scottish Government will work with partners to implement the 10 year strategy.

About the Institute of Directors

- The Institute of Directors (IoD) was founded in 1903 and obtained a Royal Charter in 1906. The IoD is a non-party political organisation with members in the United Kingdom and overseas. Membership includes directors from right across the business spectrum – from media to manufacturing, e-business to the public and voluntary sectors. Members include CEOs of large corporations as well as entrepreneurs and directors of public sector bodies, charities and start-up companies.
- [IoD in Scotland has seven branches](#) – Edinburgh, Glasgow, Central, Fife and Tayside, South of Scotland, Aberdeen and Highlands & Islands.

- The IoD is dedicated to encouraging entrepreneurial activity through good governance and responsible business practice. It provides an effective voice to represent the interests of its members to key opinion-formers at the highest levels.
- The IoD's "north star" is its Chartered Director qualification which is equivalent to an MBA and recognised all over the world. More information on the professional development programme is available on [IoD's website](#).

Suggested discussion questions

- What are the key ingredients of and challenges around effective strategic decision making?
- How do we know which decisions are strategic?
- With an ever changing economic environment, how can we ensure short-term decisions support our longer-term strategic aims?
- How does strategic decision making in the private sector differ from the public sector?
- What key lessons should be adopted to ensure Scotland's economic strategy remains on track to maximise the opportunities over the next 10 years?

Business Organisation Facilitators and Speakers



Deborah Benson, Institute of Directors Professional Development Course Leader - an experienced Managing Director, with over 20 years' experience as a Director and Non-Executive Director (NED) across a range of sectors.



Barry White, co-Chair of NSET Delivery Board - a recognised leader and strategist in infrastructure, decarbonisation and economic development with a track record of driving commercial results in both the private and public sectors. He recently led the development of one of the UK's highest profile 'mega projects' – the £23bn Northern Powerhouse Rail programme. Barry is also an independent NED on a £1bn portfolio of infrastructure concessions and a consultant working on initiatives in housing, transport & decarbonisation.