

ACCA

Think Ahead

 **Columbia Business School**
Executive Education



STRATEGIC INTUITION PROGRAMME

DELIVERED IN PARTNERSHIP WITH COLUMBIA BUSINESS SCHOOL EXECUTIVE EDUCATION

About this programme

Businesses are very invested in innovation and creativity, but these pursuits often fail when they are isolated from traditional business analysis, strategy, and problem-solving. This Strategic Intuition programme brings you exclusive tools to enhance and systematise the idea generation process and develop creative strategies for your organisation.

By completing this programme, you will have an opportunity to:

- understand how strategic intuition has been used throughout history to come up with new solutions
- assess your and your team's capacity for strategic intuition
- identify and address the potential obstacles to innovation at your organisation
- apply the strategic process and creative strategy toolkits to analyse the complexity of your innovation challenge, and develop new ideas to approach the challenge in your business settings
- develop your own strategic intuition tools to utilise for your future innovation challenges.

Start date: 22 January 2024 (Orientation week, followed by Module 1 starting on 29 January)

End date: 1 March 2024*

Estimated time commitment: 30 hours over 5 weeks

* Participants will have access to the programme materials for three months after the programme ends.

Course leader

ALLIE DIXON Columbia Business School

Allie leads experiment analytics in the online travel industry and has a passion for solving complex business problems, improving customer experiences and developing strategic, creative innovations. Dual degree in Mathematics and Economics from Western Kentucky University and conducted research on education and professional development while on a Fulbright scholarship in Xi'an, China in 2012-13. Allie holds a Master of Arts, Quantitative Methods from Columbia Graduate School of Arts and Sciences.

Syllabus content

ORIENTATION WEEK	Live session: 23 January / 12:45 GMT
Get to know your course leader, Allie Dixon, and your peers in the Orientation week. There is a live session where Allie will guide you through the aspects of the course and learning materials, and you will have the opportunity to discuss ideas with your peers.	

MODULES 1 AND 2	Live session: 6 February / 12:45 GMT
1 What is Strategic Intuition? This module introduces the fundamentals of "Strategic Intuition" and the science behind "flashes of insight" and "Aha!" moments. Professor Duggan explores how ideas form in our brains and introduces the idea that we can use this understanding to improve the method for solving problems at work. You will be asked to identify an innovation challenge from your own life or work.	

2 Presence of mind and examples from history In this module, you will explore the historical figures who used strategic intuition and learn the unique techniques to cultivate "Presence of Mind." You will start practicing how to strategically search for innovative examples in the past and decode innovations, which is critical to applying strategic intuition in your life and work.	
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MODULES 3, 4 AND 5	Live session: 27 February / 12:45 GMT
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3 Creative Combination and insight matrix This module explains the concept of "Creative Combination" - how the world's most successful ideas are sparked by combining insights and attributes from other innovations seen in the world, coming often from completely different industries and sectors. You will practice using the Creative Combination game to generate new ideas.	
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4 From method to action: creative strategy This module offers a deep dive understanding of the practical steps for applying strategic intuition at work and in your life, a process we call "Creative Strategy." You will learn the first two steps of the process – Rapid Appraisal and What Works – and will practice applying them to your own innovation challenge.	
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5 Tying it together: conclusion This module introduces the final step of the Creative Strategy process: Creative Combination. It concludes with the final project, an innovation challenge that you will have developed throughout the programme.	
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PROGRAMME COMPLETION

To complete this programme, the following items need to be fulfilled to demonstrate comprehension of essential programme concepts and the ability to reflect upon and articulate ideas:

- watch all videos
- participate in weekly discussion (through the discussion boards)
- complete weekly assignments
- submit the final project.

At the end of the programme, your completed work will be evaluated to determine if you have met these minimum requirements to pass the programme. Your submissions will be subject to review by the online course leader.

CERTIFICATE OF COMPLETION AND DIGITAL BADGE

A certificate is provided upon completion of the programme; this is a CPD completion/participation certificate. It is co-branded by ACCA and Columbia Business School.

A digital badge is also awarded to those who successfully complete the programme. This badge can be used on social media eg on LinkedIn, as a symbol of your achievement.

FAQs

1 How much time should I commit to this programme?

The programme is approx 20–30 hours of learning over five weeks. You should aim to complete a course module every week which will take 4-6 hours (approx.) to learn the core course materials. There is a session per module, and each session includes a set of lecture videos, readings, self-reflection exercises, and an assignment. The course leader will discuss the learning from each module across live sessions and the discussion boards. There are five course modules in total, and a Getting Started module.

2 How do I access programme materials?

All programme materials are available within the course site on the ACCA Learning platform. The modules are organised in sequential number order with content relevant to each module available in that module folder.

The course content is organised by module with a series of short lecture videos (on average 5–8 minutes per video). To begin viewing lecture videos within the course, click the 'Continue' button. If you would like to view the full list of course materials, you can click on the '<' button on the top left corner.

The live sessions will be held on Zoom, and you need to register for each session (please see below question for further information on the live sessions).

Supporting documents will be made available through the modules as the course progresses.

3 How long do I have access to programme materials for?

The programme runs from 22 January to 1 March. Following the end of the programme you will have access to the course materials and discussion boards for an additional three months to complete the programme. Access to all course materials will end on 31 May 2024.

4 Can I copy/download programme materials?

Copyright of the materials posted on this site is owned by or licensed to Columbia Business School with all rights reserved. Participants agree to abide by all copyright notices and restrictions contained on the course site. Participants may not copy, distribute, input into a database, display, perform, create derivative works of, transmit, or otherwise use any materials from the course site (including computer programs or other code) ('site materials').

5 Do I need any previous experience to complete this programme?

No previous experience is required. The course provides a comprehensive explanation of the idea, its history, a method, a tool and practice.

6 Do I need to complete all the assignments within the modules?

Yes, all the assignments are mandatory and have to be completed as they will prepare you for the final project.

7 How do I attend a live session?

There are three live sessions which will be held on Zoom throughout the programme. The sessions will be during the Orientation week, Week 2 and Week 5. Participants should pre-register for each session they plan to attend using the links within the Collaborate folder on the ACCA Learning course site.

- Download the calendar invitation (or save the email) with the confirmation details of each session for ease of access.
- Submit your questions to the course leader before each session. The questions you have can be used to drive the session, making the sessions completely relevant to you.

8 Do I have to attend all live sessions?

No, you don't need to attend all the live sessions, but we recommend that you attend as many as possible. This is a great source of learning, directly from Allie, the course leader. It also allows you to interact with your peers.

If you are unable to attend a live session, the recording will be made available in the course site soon after the session has taken place.

9 How do I access the discussion boards?

There is a unique discussion board that corresponds to each of the five modules. You can find the links to the discussion boards within the ACCA Learning platform in the 'Collaboration' section of the course. The discussion boards should open in a new window where you can make comments and interact with other participants.

10 How do I complete the programme and gain the certificate/digital badge?

To complete the programme, you need to:

- watch all videos
- participate in weekly discussion (through the discussion boards)
- complete weekly assignments
- submit the final project.

The certificate is co-branded by ACCA and Columbia Business School. Once you have completed all of the required elements of the programme, the certificate will be available to download and the digital badge will be ready for you to use. Both can be retrieved from the ACCA Learning site.

11 How long will I be able to access course leader support?

Course leader support will end on 8 March. After this time, you will still have three months' access to the programme materials via the ACCA Learning platform, but you will not have course leader support.

PLEASE NOTE – THE DETAILS CONTAINED IN THIS DOCUMENT ARE SUBJECT TO CHANGE DUE TO THE NATURE OF THE LIVE ELEMENTS OF THIS PROGRAMME.

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