

Unleash  
*your* potential

# Strategic Problem Solving – Online

Critical skills for organizational  
success



McGill

Executive  
Institute

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# Program Overview

Of all the skills needed to succeed in work and life, research shows that complex problem solving is at or near the top. But for most of us, solving difficult problems and selling the solutions does not come naturally.

In this engaging and highly-interactive seminar, we show you how to become a better problem solver and solution seller. The goal is to guide you through each step in the 4S method: from how to state, structure and solve problems to how to sell the solutions.

During the seminar, you will apply the method and toolkit to a pressing organizational problem you face. You will leave with a greatly-improved understanding of how you can create value by helping your organization crack the problems that matter the most.

## Key Benefits

- Understand how to overcome the cognitive biases and pitfalls of problem solving
- Develop the discipline and confidence to tackle difficult problems outside your expertise
- Define problems using the TOSCA framework
- Learn how to structure a problem
- Solve problems deductively using an analytics approach
- Discover design thinking through an overview
- Develop a persuasive report or presentation to sell the solution

## Who should attend?

This program is designed for managers, executives, engineers, and entrepreneurs who need a toolkit for innovation. Participants will learn how to provide more impactful, advanced, and sustainable solutions to complex problems in the business world.

## What is included

The registration fee includes facilitation by our highly-rated faculty members, a comprehensive digital workbook, results-oriented exercises, and a **certificate of completion** from the McGill Executive Institute.



# Key Themes

## State

- The power and pitfalls of problem solving
- Introduction to the 4S method
- Using TOSCA to state the problem
- Problem statement exercise

## Structure

- Problem structuring with issue trees
- Problem structuring with hypothesis pyramids
- Problem structuring exercise

## Solve

- Prioritizing potential solutions
- Solution prioritization exercise
- Solution analysis planning
- Solution analysis exercise
- A brief foray into design thinking

## Sell

- Selling with the pyramid principle
- Alternative pyramid constructions
- Solution selling exercise: pitch construction

## Faculty and Learning Approach

As an integral part of McGill's Desautels Faculty of Management, the Institute's faculty team is comprised of McGill University professors and lecturers as well as highly-rated academic and business experts from around the world.

**Please visit our website** to review the complete faculty team assigned to this program.

