The Creative and Innovative Strategic Thinking Tool (CiST)

What is CiST?
- CiST is a process to aid strategy development
- CiST can be used by individuals or teams
- CiST encourages creative and innovative strategic thinking via consideration of reality tomorrow, rather than today

Key Benefits of CiST
- When used by a team it supports leaders to empower others by fostering collaboration and helping team members to appreciate the bigger picture
- Promotes innovative and creative thinking by forcing individuals and teams to think beyond the constraints and established ways of doing things today

Relevance
- The CiST tool aids leaders to demonstrate creativity (P1), dynamic leadership (P2) and innovation (P3), which are all strategic enablers of BU2018

Further Information about the development of CiST
- Please refer to the supporting case study

STEP 1 (Consider)
- Develop a scenario for how the environment could look in 20 years’ time.
- Think radically and beyond the established ways of doing things, consider the uncomfortable and the impact of innovation, and think about what if?
- The YouTube video ‘The future of Education: EPIC 2020 provides an example of a suitability radical scenario – see summary above*

STEP 2 (Analyse)
- Analyse how the scenario is likely to impact your area of expertise
- How would your team or departmental strategy need to change in response to this new environment?
- Try using established management tools to conceptualise the impact, e.g. SWOT, PESTEL, Stakeholder analysis

STEP 3 (Evaluate)
- Evaluate the strategic response you have developed at Step 2 to determine what aspects might be relevant today
- How can you and your team prepare for the possibilities of tomorrow and improve performance today?
- Are the established ways of doing things still relevant and/ or preventing innovation?

STEP 4 (Reflect)
- Share the outcomes of Steps 1 to 3 with other individuals or groups outside of your area of expertise, perhaps with your customers, and seek feedback
- Do they share your analysis of the key strategic impacts and your proposed responses?
- Revise the outcome of Step 3 as necessary to capture feedback

*The EPIC 2020 video proposes a future where the growth and impact of MOOCs has redefined education, i.e. All HE content is available on-line, degrees no longer exist and are replaced by ‘badges’, education is free, the student loans system is abolished and education is funded via only the most successful students