

2.2 Strategic Planning and Idea Mapping

Related Areas: Critical Thinking, Academic Skills

Lesson Objective(s): *This class is about teaching students how to use their critical thinking skills to look to the future and plan. In any career they have, they will need to be able anticipate what's upcoming, and this lesson is intended to prepare them to think strategically about the future.*

Outcome Goal(s): *By the end of the lesson, students will be able to plan multi-step projects and understand how to break down large goals into small, achievable ones.*

Instructor Preparation Checklist

☐	Supplies and Tasks	Materials and Resources
	Media & Audio	PBS video, Projector
	Websites	
	Read/Review	Fortune Greatest Business Decisions, DECA event samples
	Field Trips/Co-op/Outings	
	Supplies Needed	Pens or pencils and paper for students
	Print/Copy/Laminate	
	Miscellaneous	

Additional Notes:

Warm Up: Thinking Flow Chart

Description: Give students five to ten minutes to consider a difficult or complicated decision they have to make or had to make recently and draw out a diagram showing their options. Then have them draw another set of lines showing two to three likely outcomes for each choice.

Purpose/Key Skills: The purpose of this activity is for students to begin to recognize the process of how they consider problems and make decisions using the information they have at hand. Discuss with students the advantages of a more mindful planning approach.

Notes/Vocabulary: Thought map, strategic planning, mindfulness

Materials: Pens/pencils, paper

(1) Mapping Your Ideas

Description: Watch a five-minute video from PBS about strategy mapping and flexible thinking. Then explain to the class how learning to think critically about each step of a process is invaluable in not just their professional lives, but their personal lives as well.

Explain that there are a number of different ways for students to map out their ideas so that they can understand how they connect and where they might have holes. Use a smart board, projector, or handout to show students **Information Sheet A, Mapping Out Ideas** for examples of ways that companies and individuals structure their thinking.

Purpose/Key Skills: The purpose of this activity is to introduce strategy mapping to students so that they're able to grasp it conceptually.

Notes/Vocabulary: Strategy mapping, mind mapping, concept mapping

Materials: https://www.pbslearningmedia.org/asset/nvmsi_vid_stratmap/, Information Sheet A, Mapping Out Ideas

(2) Using Idea Mapping Personally

Description: Ask students to take a moment and consider ways they've struggled in school. Ask them prompting questions. Examples:

- Do you feel you aren't organized?
- Do you forget to do your homework or bring it to class?
- Do you give yourself too little time to complete assignments?

Instruct students to create an idea map to consider their problem and solutions they might have that could solve one or more of their problems. For example:

- Would organizing their lockers make them feel more organized?
- Could they set personal deadlines for their projects to be sure they finish on time?
- Would an assignment book allow them to remember homework, bring it to class, and maintain these deadlines?

Purpose/Key Skills: The purpose of this assignment is to show students how idea mapping and organization in their own lives can be used for solving problems.

Notes/Vocabulary: Idea mapping, organization

Materials: Pens/pencils, paper

(3) Good Business Sense

Description: Have students take turns reading aloud about the **Information Sheet B, “The Greatest Business Decisions of All Time.”** After finishing, ask them what struck them about the article and whether they would have thought to do the same things as these business people. Discuss how long-term vision allowed the people running these companies to make decisions that led to future success. Sample Discussion Questions:

- How did considering the big picture help these businesses succeed?
- How does idea mapping help us see the big picture?
- How did thinking “big-to-small” allow these businesses to succeed?
- How does idea mapping helping us go from broad ideas to little details?
- Why is being able to consider all the details important in school and work?

Purpose/Key Skills: The purpose of this activity is to emphasize flexible thinking. Each of these companies found a solution that was shocking to the public, but inevitably turned the company around.

Notes/Vocabulary: Flexible thinking, creative solutions, pivoting

Materials: <http://fortune.com/2012/10/01/the-greatest-business-decisions-of-all-time/>, Information Sheet B, “The Greatest Business Decisions of All Time”

(4) Using Idea Mapping — DECA Activity

Description: Break students into pairs and give them each one of the DECA event samples (pairs should have the same). Each student will play both roles in the exercise. Give the students 10-15 minutes to read the instructions and map out their persuasive speech.

Once the time is up, students should turn over their sheets. They will then role-play judge and participant twice with each other, playing each role once. The judge should be allowed to look over the DECA sheet so that students do not have to prepare that portion additionally.

Purpose/Key Skills: The purpose of this activity is to have students learn to solve the real-world problems presented and also how to constructively critique themselves and their peers. It also allows them to practice fast problem solving, proverbially “thinking on their feet.”

Notes/Vocabulary: The instructor may give out different exercises to each pair or may use the same exercise for all pairs. Students may benefit from sharing any creative strategies they used with the class when the activity is finished, perhaps even by role-playing in front of the class.

Materials: Paper and pencils or pens, DECA samples

Formative Assessment

□	Skill Description and Assessment	Notes
	Student is able to consider multi-faceted or multi-step problems	
	Student is able to analytically and creatively consider potential solutions to these problems	
	Student is able to effectively explain their solution	

Reteach and Supplemental Materials

Concept	Lecture/Activity
Multi-dimensional, multi-step, and real world problem solving	DECA sample events: https://www.deca.org/high-school-programs/high-school-competitive-events/
Long-term problem solving in business	14 Famous Business Pivots: https://www.forbes.com/sites/jasonnazar/2013/10/08/14-famous-business-pivots/#7972162a5797 20 Classic Case Studies Every Business Student Should Know: https://www.onlinecollege.org/2011/10/03/20-classic-case-studies-every-business-student-should-know/

Resources:

Concept Map: <https://study.com/academy/lesson/concept-map-definition-examples.html>

Mind Map: <http://www.usingmindmaps.com/mind-map-examples.html>

Strategy Map: <https://www.lucidchart.com/blog/strategy-mapping-example>