

# Certified Courses



# Strategy Masterclass

## INTRODUCTION

- This Strategy Masterclass training course is aimed at developing the knowledge and core competencies that experienced managers need in taking their part of their organisation to the next level of achievement. It will demonstrate the process by which strategic management capability is developed.
- This is a fast-paced training course that is based on leading-edge thinking and best practice in strategic management in the context of development of international operations.

**This training course will feature:**

- Understanding the major dynamics and trends of the global economy
- Learning how to deal with accelerating change and how to manage its impact
- Dealing with the increasing complexity of organisational structures
- Developing human resources for the new reality of 21st century business
- Securing balance and alignment of resources in implementing business plans

## OBJECTIVES

**By the end of this training course, participants will be able to:**

- Identify and evaluate main international economic indicators
- Contribute to strategy formulation and strategic management in their organisation
- Develop high-performing individuals and teams
- Understand and introduce the new organisational forms and structures
- Develop their teams to think strategically about their personal roles

## ORGANISATIONAL IMPACT

- Better strategic decision-making by high potential managers
- Top executives having more confidence in decisions of its managers
- An improved approach to planning at strategic and operational levels
- Sharply focused views on change required for sustained success
- More effective programme and project control by managers
- Development of strategic thinking in all levels of the organization

## PERSONAL IMPACT

In attending this training seminar individual delegates will gain the following benefits:

- Familiarisation with leading-edge strategic thinking
- Confidence in developing strategic thinking skills of team members
- Enhanced leadership performance
- Improved team building ideas and capabilities
- Identifying the best opportunities for profitable growth
- Understanding how to prepare practical strategic plans

## WHO SHOULD ATTEND?

This Strategy Masterclass training course is appropriate for a wide range of delegates. The main characteristics of delegates are as follows:

- Proven career potential that now requires a high-level understanding of strategy
- Significant top-level operational management experience in their organisations
- Experienced specialists in corporate finance
- Human resource managers who contribute to long-term staff development
- Strong understanding of the basic principles of organisational design

### Pre-requisites

- This Strategy Masterclass training course will be presented at an advanced level. Delegates will need to have had substantial senior management experience, including involvement in deciding the direction of their part of the organisation, if they are to understand and apply the material that is presented and thereby gain the full benefit from this training course.

## Course Outline

### Coping with Change in the Business Environment

- The Changing Economic Balance between the Developed and Developing World
- Value Migration - what belongs where?
- Competitive Advantage – The shift from product / service to the business model
- Globalisation: Economics, Complexity, Strategic Choice, People Development
- Dealing with risk - Risk Identification, Risk Analysis, Risk Management

## Supply Chain Dynamics and the Agile Organisation

- Strategic Development - from a products to a logistics focus
- Supply Chain Structures and Approaches as the Basis for Differentiation
- Evaluating, Setting-up and Managing Collaborative Business relationships
- Agility, Virtual Organisations and the “built to change” Model

## Core Competencies - Developing Key People

- The Life-cycles of Core Competencies in the Modern Organisation
- The Characteristics and Competencies of High-performing Teams
- Teams and Work-groups - how to design and lead / manage them
- The Strategic Manager as Mentor and Coach
- Coping with Complexity and Uncertainty

## Leading-edge Tools and Techniques of Planning

- The Principles of ‘dynamic alignment’ and Its Management Challenges
- Planning in a 'built to change' Environment
- Time Compression and Its Potential as a Differentiating Force
- How to Link the Strategic Plan with Operational and Project Planning
- Communication - The Starting Point of Sustainable High-performance

## Producing a Strategic Plan that Gets Implemented

- Strategy and Plans for Transformational Change
- The Planning Process - timing
- The Planning Process - inputs and outputs
- Managing and Monitoring the Implementation of the Plan
- Final Questions and Answers and Deciding Personal follow-up Actions
- Course Leader’s Summary and Overview of the Whole Course



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