

Strategy & Vision

DURATION: A two day course. Day 1 and Day 2 are delivered one week apart.

SUITABLE FOR: This programme is for managers whose role includes strategic thinking and planning as part of their management mix.

COURSE OUTLINE:

OBJECTIVES:

By the end of the course delegates will be able to:

- Understand the importance of strategy to your employer.
- Link strategic planning and decision making with your business overall objectives.
- Identify the different types and characteristics of strategy, including influencing factors.
- Demonstrate the application of strategic planning and decision making by completing a practical exercise/activity in the classroom

PROGRAMME:

Introduction and Priority Setting

Creating Strategic Management Thinking

- Setting and creating a clear direction for a dynamic business
- Creating competitive advantage for your business

Practical Strategic Analysis

- Analysis and evaluation of the external environment through the use of practical tools
- How to analyse business performance
- Putting a strategic framework in place
- How to react to opportunities and threats

Effective Strategy Formulation

- Identifying types and characteristics of strategies
- Examining what is corporate strategy, business unit strategy and functional strategy
- Developing strategy that fits with your business
- Creating strategic choice - building sustainable competitive advantage
- Practical activity/case study to enable you to apply this learning within the classroom

Evaluating your Strategic Plan

- Keeping the plan flexible and adapting to changes in the business and external environment
- Developing and adapting to long-term objectives

Recap and Conclusion