

ADVANCED STRATEGIC MANAGEMENT



LM106
Leadership &
Management

COURSE TITLE

ADVANCED STRATEGIC MANAGEMENT

COURSE DATE/ VENUE

07th – 11th April 25'

London, U.K.

COURSE REFERENCE

LM106

COURSE DURATION

05 Days

DISCIPLINE

Leadership & Management

COURSE INTRODUCTION

The Advanced Strategic Management course aims to further develop the strategic competencies of the students, by presenting and discussing world-class advanced strategic practices and concepts in the business context. In addition, it aims to apply advanced strategic management tools to international case-studies.

COURSE OBJECTIVE

Upon successful completion of this course, the delegates will be able to:

- ✓ Integrate advanced strategy topics in the overall strategic analysis of the environment and the firm
- ✓ Develop a flexible strategy to take into consideration the evolving nature of the business
- ✓ Align the strategy with organizational culture

COURSE AUDIENCE

This will include Managers, Engineers, Supervisors, and Sales and Marketing Staff.

COURSE CONTENT

DAY 1

The Strategizing Process

- Why strategize: 21st century changes and challenges?
- Psychological aspects of decision making
- Strategic thinking – who, how, when & why
- Examples of strategy success and failure
- The functions and capabilities of a strategic manager
- Culture and strategic choices

DAY 2

The Strategic Process

- Impact of external change: competitive positioning, technology, regulation
- Innovation: Blue v Red Ocean strategies
- The strategy hierarchy
- Realising the strategies: making them happen
- Recognising & reacting to disruptive competition
- Competitive positioning

DAY 3

Strategic Management Skills

- Leadership theories & styles
- Attributes of successful leaders
- Strategic skills: traits or contextual
- Visioning, communicating & framing
- Team and organisation perspectives on implementing strategies
- Leading others through the strategic process

DAY 4

Managing the Culture

- The significance of corporate culture
- Facets of culture: the cultural web
- The Leaders role in establishing the culture
- Managing in a multi-cultural corporation
- Impact of culture on strategy roll out
- Challenges of mergers & acquisitions

DAY 5

Tactics and Plans

- Employing tactics to achieve objectives
- What type of plan?
- Owning and implementing plans
- Strategic execution: budgeting, forecasting & adjusting to reality
- Aligning corporate to individual objectives
- A culture of learning

COURSE CERTIFICATE

TRAINIT ACADEMY will award an internationally recognized certificate(s) for each delegate on completion of training.

COURSE FEES

£5,500 per Delegate. This rate includes participant's manual, Hand-Outs, lunch, coffee/tea on arrival, morning & afternoon of each day.

COURSE METHODOLOGY

The training course will be highly participatory and the course leader will present, guide and facilitate learning, using a range of methods including formal presentation, discussions, sector-specific case studies and exercises. Above all, the course leader will make extensive use of real-life case examples in which he has been personally involved. You will also be encouraged to raise your own questions and to share in the development of the right answers using your own analysis and experiences. Tests of multiple-choice

type will be made available on daily basis to examine the effectiveness of delivering the course.

- 30% Lectures
- 30% Workshops and work presentation
- 20% Case studies & Practical Exercises
- 10% Role Play
- 10% Videos, Software or Simulators (as applicable) & General Discussions

