

# ADVANCED STRATEGIC MANAGEMENT



**LM106**  
**Leadership &**  
**Management**

## **COURSE TITLE**

# **ADVANCED STRATEGIC MANAGEMENT**

## **COURSE DATE/ VENUE**

09 – 13 November 2020

London, UK

## **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**

\$6,150 per Delegate. This rate includes participant's manual, Hand-Outs, buffet 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

