



# Strategy Design Bootcamp Course

## Venue Information

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**Venue:** London UK

**Place:**

**Start Date:** 2026-06-09

**End Date:** 2026-06-13

## Course Details

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**Net Fee:** £4750.00

**Duration:** 1 Week

**Category ID:** MAL

**Course Code:** MAL-19

## Syllabus

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### Course Syllabus

#### Introduction

A unique, action-packed workshop that puts the emphasis on practical application of proven, cutting-edge, methods and tools that really works.

Develop hands-on skills in this critical area through applying tools to real world cases and the opportunities and challenges affecting your own organisation.

At the end of the bootcamp you will be able to apply the tools you need to design, develop and deliver a successful business strategy.

#### This course will feature:

which can be taken back and applied in the workplace.

- Extensive and constructive feedback throughout the course from the tutor, from fellow delegates and from self-review
- Selection of the vital few critical success factors, key results indicators and key performance indicators to build a scorecard and dashboards
- Discovering new ideas, perspectives and insights

## **objectives**

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

- Choose the optimal strategy design for your organisation
- Evaluate new strategy tools and predict their effectiveness
- Question existing strategies and distinguish between effective and ineffective approaches
- Explain how to apply a systematic approach to strategy design, development, implementation and evaluation
- Choose and apply the best strategy tools for the chosen design approach

## **Contents**

### **Day One**

#### **Differentiate strategy that works from bad strategy**

- Distinguishing bad strategy from good strategy
- Analysing the essence of good strategy
- Distinguishing between power and influence
- Setting powerful objectives
- Using strategic design

#### **Keynote Activity: Chain-link systems – team case study**

### **Day Two**

#### **Thinking like a strategist**

- The science of strategy
- Applying strategic thinking skills – when to say ‘no’
- Applying change management techniques
- Applying prescriptive approaches
- Describing strategy as it really happens
- Appraising systems thinking as a strategy tool

## **using a strategic management system**

- Designing the strategy: What business are we in and why?
- Describing the key issues you face in your business
- Answering the question: To compete or not to compete?
- Translating the strategy into objectives and measures
- Planning operations and improving processes
- Developing dynamic budgets
- Testing, adapting and improving your strategy

## **Keynote Activity: Individual strategy presentations**

### **Day Four**

#### **Mastering the strategy toolkit**

- Environmental and resource analysis
- Strategy formulation
- Applying Greiner's growth model
- Strategy Maps and the Balanced Scorecard
- Strategic orientation and business process alignment
- The white space model

## **Keynote Activity: Strategic Transformation – Video Case study**

### **Day Five**

#### **Putting strategy into action**

- Applying the strategic management system
- Designing your own strategic approach
- Presenting your strategy and getting support
- Understanding politics, power and influence
- Feedback and suggestions for next steps