

Advanced Strategic Management Course

Venue Information

Venue: London UK

Place:

Start Date: 2025-07-14

End Date: 2025-07-18

Course Details

Net Fee: £4750.00

Duration: 1 Week

Category ID: MAL

Course Code: MAL-52

Syllabus

Course Syllabus

Introduction

This course will give emphasis on the Management's key role of setting the organization's strategic direction. This course supports the development of high-level strategy skills for middle to senior Managers wanting to gain or refresh their knowledge of strategic planning and increase confidence in the use of corporate planning tools and approaches. This may include the ability to align the organisation's internal capabilities to unpredictable external factors, which is crucial for success.

This course will help delegates to understand the global context in relation to their business, as well as develop skills and confidence to boost performance and enable them to develop and sustain their organisation's performance for the future.

This course will feature:

- How organisational culture supports or prevents innovation
- Leadership qualities needed to inspire, motivate and engage with Staff

objectives

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

- Develop good Vision and Mission statements in support of strategy formulation
- Carry out stakeholder analyses to enable management of diverse interests
- Relate leadership qualities to culture and strategy development
- Develop a systems thinking view of organisations
- Turn strategy into business and operational plans

Contents

Day One

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 Two

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 Three

Strategic Management Skills

- Leadership theories & styles
- Attributes of successful leaders

- Leading others through the strategic process

Day Four

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 Five

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