

**Training Title**

**ADVANCED STRATEGIC MANAGEMENT**

**Training Duration**

**5days**

**Training Venue and Dates**

REF			23-27 March,		
SS022	Advanced Strategic Management	5	2020	\$6,500	London, UK

Training will be held at any of the 5 star hotels. Exact venue will be informed later.

**Training Fees**

- 6,500 US\$ per participant for Public Training includes Materials/Handouts, tea/coffee breaks, refreshments & Buffet Lunch

**Training Certificate**

Define Management Consultancy & Training Certificate of course completion will be issued to all attendees.

**TRAINING DESCRIPTION:**

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.

**TRAINING OBJECTIVE:**

After completing the course, a student should 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

**TRAINING METHODOLOGY**

A highly interactive combination of lecture and discussion sessions will be managed to maximize the amount and quality of information, knowledge and experience transfer. The sessions will start by raising the most relevant questions, and motivate everybody finding the right answers. The attendants will also be encouraged to raise more of their own questions and to share developing the right answers using their own analysis and experience.

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All attendees receive a course manual as a reference.

This interactive training workshop includes the following training methodologies

30% Lectures

30% Workshops and work presentation

20% Group Work & Practical Exercises

20% Videos & General Discussions

**WHO SHOULD ATTEND:**

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

**COURSE CONTENT:**

Advanced strategic concepts are at the centre of this course. The main topics that will be discussed are: refresher of strategic management, advanced strategy analysis, advanced strategy formulation, advanced strategy implementation, path dependence and decision making, business models and competitive advantages

**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

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- 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

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- A culture of learning

**Note:**

**Pre & Post Tests will be conducted**

**Case Studies, Group Exercises, Group Discussions, Last Day Review & Assessments will be carried out.**

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