



Business Strategy Essentials



8 - 12 July 2024  
Cambridge (UK)



# Business Strategy Essentials

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## Introduction

A company plan gives the entire organization a vision and a course to follow. All employees inside a corporation must have distinct objectives and adhere to the organization's direction or mission. This vision can be provided by a strategy, which also keeps people from losing sight of the objectives of their organization.

Discover how to use planning methods and tools and when to use them. Gain a better understanding of your own leadership preferences and approaches, and consider how it could affect how strategies and plans are carried out. The effectiveness of your plans will be impacted by your staff's engagement and your ability to communicate and delegate.

High caliber employees, team leaders, and professionals will gain the knowledge and abilities to contribute to the creation and execution of strategies through this Business Strategy Essentials course. The delegates will have a better understanding of the strategic context and how it affects operational activity.

## Course Objectives

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

- Recognize the importance and value of strategic thinking.
- Connect strategic objectives to the development of effective plans.
- Analyze the significance of and contribution to sustainable business strategy.
- Showcase creative problem-solving for resolving sustainability issues from a management and organizational standpoint.
- Examine the connections between corporate activities and sustainability.
- Find innovative ways to integrate sustainability into various organizations.
- Assess your contribution to operational and strategic performance.
- Create team and employee goals that support organizational objectives.

## Targeted Audience

- Business leaders
- Managers
- Supervisors
- Entrepreneurs
- Anyone who wants to have a greater understanding of sustainable business strategy

## Course Outline

### Unit 1: Is Strategic Thinking Relevant to all managers?

- Do you consider strategy to be an art or a science?
- Develop your strategic thinking skills.
- the duties of stakeholders and leaders as the strategy develops.
- Does strategy imply remodeling?
- How do middle and operational leaders contribute?

## Unit 2: Turning Strategies into Plans

- Setting a mission, vision, values, and goals.
- aligning people and objectives.
- methods and tactics for planning.
- getting ready for the unforeseen
- Tasks, obligations, and liabilities.

## Unit 3: The Leadership Role in implementing Strategies

- If techniques and plans demand change, how do people react?
- Your leadership styles
- The function of managers in querying and listening
- How to proceed methods and plans:
  - Encouragement.
  - Delegation.
  - Managing accomplishment

## Unit 4: Effects of Power on Strategic success

- rites and procedures used by organizations.
- How is power presented? What is it?
- Collaboration and difficulty
- Individual approaches to managing relationships and networks.
- overcoming pressure

## Unit 5: Why a Strategic Outlook supports Career Progression?

- advancing approach in organizations of the twenty-first century.
- Kotter's Eight Stage approach is a more traditional method improvement.
- Important managerial abilities needed for career advancement.
- Individual plans for leadership development.