

€ TRAINING

Business Strategy Management



10 - 14 June 2024
Paris (France)



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REF: ST1088 DATE: 10 - 14 June 2024 Venue: Paris (France) - Fee: 5940 Euro

Introduction:

This training program is designed to provide professionals with the tools and insights necessary to effectively manage and execute business strategies. It focuses on the key elements of strategic planning, implementation, and adaptation to ensure organizational success in a dynamic business environment.

Program Objectives:

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

- Understand and apply core concepts of business strategy and strategic management.
- Develop and refine strategic plans that align with organizational goals.
- Implement strategies effectively across various organizational contexts.
- Monitor, evaluate, and adapt strategies in response to environmental changes.
- Foster a strategic thinking culture within their teams and organizations.

Targeted Audience:

- Business executives and senior managers.
- Strategy and business development professionals.
- Entrepreneurs and business owners.
- Management consultants.
- Professionals involved in organizational change and strategic planning.

Program Outline:

Unit 1:

Foundations of Strategic Management:

- Overview of strategic management principles and methodologies.
- Understanding the strategic planning process from formulation to execution.
- Analyzing internal and external environments to inform strategic decisions.

- Developing strategic thinking skills to anticipate market trends.
- The role of leadership in driving strategic initiatives.

Unit 2:

Strategy Formulation:

- Techniques for crafting effective business strategies.
- Tools for competitive analysis and market positioning.
- Setting strategic priorities and objectives that resonate with company vision.
- Balancing resource allocation to maximize strategic impact.
- Case study analysis of successful strategy formulation in various industries.

Unit 3:

Strategy Implementation:

- Best practices for deploying strategic plans across organizational structures.
- Overcoming common barriers to effective strategy implementation.
- Utilizing project management tools to track strategy progress.
- Importance of Engaging stakeholders to ensure alignment and buy-in.
- Real-world examples of innovative strategy implementation.

Unit 4:

Strategy Monitoring and Evaluation:

- Establishing key performance indicators KPIs for strategy assessment.
- Techniques for ongoing monitoring of strategic outcomes.
- Utilizing feedback loops to refine and improve strategic plans.
- Strategic audits to assess the relevance and effectiveness of current strategies.
- Adapting strategies based on operational feedback and market shifts.

Unit 5:



Strategic Adaptation and Change Management:

- Understanding the need for strategic flexibility in a fast-changing business environment.
- Methods for leading strategic change within an organization.
- Innovating business models to stay competitive.
- Encouraging a culture of continuous improvement and strategic renewal.
- Strategies for managing resistance to change during strategic pivots.