

# € TRAINING

Value Creation: Developing Strategy and  
Decision Making



8 - 12 July 2024  
Casablanca (Morocco)  
New Hotel



# Value Creation: Developing Strategy and Decision Making

REF: ST2112 DATE: 8 - 12 July 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction

Corporate executives must be willing to integrate sustainability into their core operations, which means it must be integrated into the business plan and specifically evaluated for how much it contributes to the mission of the organization.

To determine where and how a company may thrive in systemic change, maintaining the core, generating the new, and delivering quickly, a winning value creation strategy is crucial.

Value Creation: Developing Strategy and Decision Making is a training program created to give participants the skills and information they need to analyze value-creating strategies. It does this by utilizing applicable theory and principles, interactive examples, and applications of diverse approaches.

## Course Objectives

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

- Develop your strategic thinking to find, build, hold onto, and refresh sources of competitive advantage.
- Recognize the essential elements to bear in mind when making financial selections.
- Recognize how to include risk and uncertainty into financial choices.
- Recognize the degree to which the data are reliable and how this uncertainty is likely to affect the range of outcomes.
- Become knowledgeable about assessing the value produced by mergers and acquisitions or other company activities?
- Recognize value creation strategies assessment

## Targeted Audience

- Senior executives and functional managers
- Business professionals working within the strategy teams
- Treasurers, corporate planning, and business development professionals
- Sales and marketing professionals
- HR professionals

## Course Outline

### Unit 1: Creating value and making decisions

- The value-creating company
- both the corporate and shareholder values
- A flexible view of business
- Corporate governance and the issue of agencies.

### Unit 2: Assessment of Business Performance

- Ratio analysis and business performance
- Management's point of view
- Owners' point of view

- Lenders' point of view
- Ratios as a system - pyramids of ratios
- Economic value added EVA

### Unit 3: Managing value creation P1

- Employing creative methods to reshape the workforce in order to improve value creation
- Workforce planning Describe the results of placing a strong strategic HR focus on value generation.
- Value creation roadblocks
- Prepare and make plans for creative work processes and potential value generation hurdles.

### Unit 4: Managing value creation P2

- Using employee data: Explain how employee data supports value creation
- Knowledge management: Detail the importance of knowledge management in the strategic planning process
- Big Data management: Explain the concept of "Big Data and its application to strategic data analysis
- Data security: Explain the importance of adequate data security
- Cyber incident response plan: Draft an effective cyber incident response plan

### Unit 5: financial and marketing foundations

- Marketing pillars: Describe the marketing pillars required to add value.
- Recognizing consumer behavior To add value, identify, examine, and apply the customer decision-making process.
- Create and put into action a customer-driven strategy: Create and put into action a customer-driven marketing plan.
- financial pillars: Determine and put into practice the financial concepts that enable value generation.
- How to gauge value creation: Explain how value generation is measured.