

# € TRAINING

Business Strategy Management



16 - 20 December 2024  
Casablanca (Morocco)  
New Hotel



# Business Strategy Management

REF: ST1088 DATE: 16 - 20 December 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

This lively and engaging training course is suitable for high-level professionals who are involved in the managers' key role in setting the organization's strategic direction and implementing plans. The training course supports the development of high-level strategy skills for middle to senior managers who want to gain or refresh their knowledge of strategic planning. It will increase their confidence in the use of corporate planning tools and approaches by clarifying internal capabilities and resources in relation to outside forces such as competitors and geopolitical factors. In a multi-cultural and globalized economy, human factors must also be addressed as part of the strategy implementation process.

## Course Objectives:

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

- Develop good Vision and Mission statements in support of strategy formulation
- Carry out stakeholder analyses to manage diverse interests
- Recognize the impact of culture on interactions and outcomes
- Recognize the complexity of decision processes in the 21st Century
- Turn strategy into business and operational plans

## Targeted Audience:

- Professionals who want to sharpen their analytical skills
- Professionals wanting to further enhance their strategic leadership effectiveness
- Professionals aspiring to take on a more senior and strategic role in their organization
- Managers who want to encourage innovative thinking
- Managers wanting to refresh their thinking and gain confidence in the use of strategic management tools

## Course Outlines:

### Unit 1: The Strategizing Process:

- Why strategize: 21st-century changes and challenges
- Strategic Planning
- Strategic thinking - Who, How, When and Why
- Strategic options, decisions, psychological factors
- Stories of success and failure
- Cultural impact on leaders

### Unit 2: The Strategic Process:

- The strategy is relative to
- No decision is a decision
- Strategy Tools: The SWOT analysis
- Turning dreams into realizable actions - SMART objectives
- Strategy hierarchy - Aligning resources and actions

### Unit 3: Strategic Management Skills:

- Leadership theories & styles- A toolkit for managers
- What drives you?
- Leaders' Emotional Intelligence
- Visioning, communicating & framing
- Leadership skills: Influencing and persuading
- Motivating employees

### Unit 4: Managing the Culture:

- The cultural iceberg
- Cultural frames of reference: The cultural web
- Impact of strong and weak cultures
- Cultural challenges: Globalisation, mergers, and acquisitions
- Evaluating your organization's culture
- Leaders' role influencing culture

### Unit 5: Tactics and Plans:

- Impact of change on employees
- Individual v team roles
- Employee engagement
- Tactics and plans
- A culture of learning
- Personal action planning