

**Training Title**

**ADVANCED STRATEGIC MANAGEMENT**

**Training Duration**

5 days

**Training Venue and Dates**

Advanced Strategic Management	5	14 <sup>th</sup> to 18 <sup>th</sup> October, 2024	\$6,500	London, UK.
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*Trainings will be conducted in any of the 4 or 5 star hotels.*

**Training Fees**

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

**Training Certificate**

*Prolific Consultants FZE Certificate of Course Completion will be issued to all attendees.*

**COURSE OVERVIEW**

**COURSE 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.*

**COURSE OBJECTIVES:**

*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.*

**SUITABLE FOR:**

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

**TRAINING METHODOLOGY:**

*A highly interactive combination of lectures and discussion sessions will be managed to maximize the amount and quality of information and knowledge transfer. The sessions will start by raising the most relevant questions, and motivate everybody find the right answers. You will also be encouraged to raise your own questions and to share in the development of the right answers using your own analysis and experiences. Tests of multiple-choice type will be made available on daily basis to examine the effectiveness of delivering the course. Very useful Course Materials will be given.*

**COURSE OUTLINE :-**

*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*
- *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***
- ***A culture of learning***

**Case Studies, Last Day Review, Discussions & Pre & Post Assessments will be carried out.**

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