

Course Overview:

to generate best solutions to strategic challenges, and create sustainable competitive advantage for the future deepen your organisation's skill set in business strategy, and understand the drivers behind competitive advantage , also to address your specific organisational strategic challenges and create sources of long-term benefit.

Course Objective:

- Implement a new range of strategy tools and frameworks and have a real impact back at work
- Hone your analytical skills so you can prosper in a rapidly changing world
- Identify the key capabilities and skills needed to deliver strategic objectives
- Bring a current issue from your organisation to the programme. Using our cutting edge insights and the experience of the group, you devise a plan to tackle it on your return to work
- Exploit our diverse learning environment to broaden your understanding of different strategic approaches for today's globally competitive marketplace.

Course Outline:

- Defining Branding
- What Are You All About?
- Creating a Mission
- Creating a Vision of the Future
- Strategic Planning
- Positioning Your Brand
- Developing Your Style
- Performing a SWOT Analysis
- Creating the entrepreneurial team
- Business concept revisited

Who Should Attend:

- leaders of dynamic companies
- general managers
- members of strategy teams
- senior functional managers
- strategists from emerging and fast-growing economies.

Training Language:

English

Training Methodology:

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation