Strategy Design Bootcamp: Mastering Business Strategy

2027 □□□□ 19 – 15
Lyon (France)



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Ref: 20221882_194765 Location: Lyon (France) Fees: 5200 GBP

Why This Course

In today's fast-moving and competitive business landscape, effective strategy is the difference between thriving and falling behind. Leaders who can think strategically, make informed decisions, and translate insights into actionable plans create real organizational impact.

The Strategy Design Bootcamp is an intensive 1-week program that equips leaders with practical frameworks, tools, and hands-on experience to design, implement, and communicate winning strategies. Through interactive exercises, real-world case studies, and scenario-based learning, participants will sharpen their strategic thinking and learn how to drive measurable success in complex business environments.

What You'll Learn and Practice

By participating in this program, you will:

- Develop a comprehensive understanding of strategic thinking and its application in business.
- Master frameworks and tools for strategy formulation, analysis, and execution.
- Analyze complex business environments to identify opportunities and risks.
- Make data-driven decisions and generate actionable insights.
- Align organizational resources with strategic objectives.
- Communicate and execute strategic plans effectively across teams.

The Program Flow

Day 1: Foundations of Strategic Thinking

- Core concepts of strategic management.
- Analyzing internal and external business environments.
- Identifying core competencies and competitive advantages.
- Developing a strategic mindset for leadership.

Day 2: Strategy Formulation Techniques

- Crafting mission and vision statements.
- Setting strategic objectives and key results OKRs.
- Applying SWOT and PESTEL analyses for informed planning.
- Exploring blue ocean strategies to identify new growth opportunities.



Day 3: Strategic Decision-Making

- Recognizing cognitive biases in decision-making.
- Using decision trees, scenario planning, and cost-benefit analysis.
- Leveraging data analytics for actionable insights.
- Prioritizing initiatives and allocating resources strategically.

Day 4: Strategy Implementation and Execution

- Aligning organizational structure and processes with strategy.
- Developing actionable plans, timelines, and KPIs.
- Managing change and overcoming resistance.
- Monitoring, measuring, and adjusting strategy performance.

Day 5: Strategic Leadership and Communication

- Cultivating a strategy-focused organizational culture.
- Leading cross-functional teams for effective strategy execution.
- Communicating strategic plans clearly and persuasively.
- Adapting strategies in dynamic and uncertain business environments.

Individual Impact

- Greater confidence in designing and executing strategies that deliver results.
- Practical skills to make data-informed, strategic decisions.
- Enhanced ability to communicate and lead teams in executing complex initiatives.

Organizational Impact

- Stronger alignment between resources, priorities, and strategic objectives.
- Improved agility in responding to market changes and competitive pressures.
- More effective strategy execution across teams and departments.
- Increased long-term organizational performance and competitive advantage.

Training Methodology

- Interactive workshops and scenario-based exercises.
- Real-world case studies and practical examples from diverse industries.
- Hands-on exercises for strategy design, decision-making, and communication.
- Peer discussions and structured feedback to refine strategic skills.

Beyond the Course

Participants will leave equipped to:



- Develop and implement strategic plans that drive organizational success.
- Make informed, data-driven decisions under complex business conditions.
- Communicate strategies effectively across all levels of the organization.
- Build a culture of strategic thinking, execution excellence, and measurable impact.

