Advanced Strategic Management: Mastering Corporate Strategy

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Madrid (Spain)



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Why This Course

In today's complex and fast-evolving business landscape, executives and senior managers must not only define strategy but also translate it into actionable plans that drive organizational success. Effective strategic management requires a deep understanding of business environments, innovative thinking, and the ability to lead change across the organization.

The Advanced Strategic Management Program is an intensive 1-week course designed to equip senior leaders with cutting-edge frameworks, tools, and techniques. Participants will learn to analyze complex business environments, formulate innovative strategies, and implement them successfully, ensuring alignment and measurable results.

What You'll Learn and Practice

By participating in this program, you will:

- Conduct comprehensive strategic analyses of internal and external business environments.
- Formulate innovative strategies at corporate and business unit levels.
- Apply advanced frameworks for strategy execution and change management.
- Enhance strategic leadership skills to drive organizational alignment and transformation.
- Utilize strategic management tools to tackle real-world business challenges effectively.

The Program Flow

Day 1: Strategic Analysis

- Advanced techniques for environmental scanning and competitive analysis.
- Applying resource-based views and dynamic capabilities for competitive advantage.
- Stakeholder identification, analysis, and engagement strategies.
- Industry and market positioning insights for informed strategic choices.

Day 2: Strategy Formulation

- Developing corporate strategy and managing diversified portfolios.
- Designing business unit strategies that create sustainable competitive advantage.
- Exploring Blue Ocean Strategy and disruptive innovation approaches.
- Leveraging strategic alliances and ecosystems for growth and innovation.



Day 3: Strategy Implementation

- Organizational design to support effective strategy execution.
- Managing strategic change and overcoming implementation challenges.
- Establishing performance measurement and management control systems.
- Communicating strategy effectively and cascading objectives across the organization.

Day 4: Strategic Leadership

- Strategic decision-making under uncertainty and complex conditions.
- Developing foresight and a strategic mindset to anticipate opportunities and threats.
- Leading organizational transformations and embedding strategy-focused culture.
- Building alignment across teams and departments to execute strategy successfully.

Day 5: Emerging Strategic Challenges

- Developing strategies for digital transformation and innovation adoption.
- Integrating sustainability and ESG considerations into strategic plans.
- Formulating global strategies for emerging markets.
- Applying agile strategy principles in volatile and rapidly changing environments.

Individual Impact

Participants will:

- Develop a comprehensive strategic plan tailored to their organization.
- Create an actionable roadmap for executing major strategic initiatives.
- Design a strategic performance measurement and management system.
- Enhance strategic leadership capabilities to drive alignment and transformation.

Work Impact

Organizations will benefit from leaders who can:

- Formulate and implement strategies that drive measurable business outcomes.
- Navigate complex environments with agility and foresight.
- Align resources, teams, and processes to achieve strategic objectives.
- Lead transformative initiatives that ensure long-term competitiveness.

Training Methodology

The program blends theoretical insights with practical application through:



- Interactive workshops on advanced strategic management frameworks and tools.
- Case studies of real-world strategic initiatives and business transformations.
- Hands-on exercises for strategy formulation, implementation, and performance management.
- Peer discussions and scenario-based problem-solving to reinforce learning.

Beyond the Course

Upon completion, participants will be ready to:

- Lead their organizations with strategic clarity and confidence.
- Translate strategy into actionable plans with measurable outcomes.
- Navigate emerging challenges in digital transformation, sustainability, and global markets.
- Strengthen their strategic leadership presence and influence across the organization.

