

# Value Creation: Developing Strategy & Decision Making

2027 00000 8 - 4  
Düsseldorf (Germany)

UK Traininig

# PARTNER





## The Program Flow

### Day 1: Foundations of Value Creation

- Understanding value creation and why it matters.
- Exploring financial and non-financial dimensions of value.
- The value driver framework and its practical application.
- Identifying what creates value for customers, shareholders, employees, and society.
- Stakeholder analysis and engagement.
- Corporate purpose and value alignment.
- Practical exercise: Mapping key stakeholders and organizational value drivers.

### Day 2: Strategic Decision-Making

- Decision analysis techniques for business leaders.
- Structuring complex decisions and comparing strategic options.
- Risk assessment and risk management in decision-making.
- Scenario planning and strategic foresight.
- Balancing short-term results with long-term value.
- Ethical considerations in decision-making.
- Workshop: Creating a decision-making framework aligned with value creation principles.

### Day 3: Developing Value Creation Strategies

- Competitive advantage and strategic positioning.
- Value proposition design for customers and stakeholders.
- Business model innovation and new sources of value.
- Strategic resource allocation.
- Prioritizing initiatives based on impact, feasibility, and sustainability.
- Measuring and communicating value creation.
- Practical exercise: Developing a value creation strategy for your organization.

### Day 4: Implementing Value Creation Initiatives

- Change management for value creation initiatives.
- Building organizational commitment around value-focused priorities.
- Organizational culture and its role in value creation.
- Performance management and KPI development.
- Sustainable business practices and responsible value creation.
- Aligning people, processes, systems, and resources with strategic value goals.
- Workshop: Designing a stakeholder engagement plan to support value creation initiatives.

## Day 5: Future-Proofing Value Creation

- Technology and digital transformation in value creation.
- Innovation management for long-term business value.
- Adapting to market disruptions and changing stakeholder expectations.
- Building resilience into value creation strategies.
- Creating a value-driven organization.
- Balanced Scorecard approach for measuring and communicating value creation.
- Final activity: Constructing a Balanced Scorecard and action roadmap for value creation.

## Individual Impact

- Strengthen your strategic thinking and decision-making capabilities.
- Improve your understanding of value drivers and stakeholder expectations.
- Build confidence in making decisions that support sustainable growth.
- Gain practical tools for risk assessment, scenario planning, and strategic prioritization.
- Enhance your ability to design and communicate value creation strategies.
- Develop a stronger leadership mindset focused on long-term impact.

## Work Impact

- Improve alignment between corporate strategy and stakeholder value.
- Strengthen decision quality through structured analysis and risk awareness.
- Support better resource allocation toward high-value initiatives.
- Improve communication of value creation to stakeholders.
- Encourage innovation, sustainability, and long-term competitiveness.
- Build a culture focused on measurable, responsible, and sustainable value creation.

## Training Methodology

This program uses a practical and strategy-focused approach to help participants apply value creation and decision-making tools to real business challenges. Learning methods include:

- Interactive discussions and guided facilitation.
- Business case studies and value creation examples.
- Stakeholder analysis and engagement exercises.
- Decision analysis and risk assessment workshops.
- Scenario planning and strategic foresight activities.
- Value proposition and business model innovation exercises.
- KPI and Balanced Scorecard development workshops.
- Group work, peer feedback, and practical action planning.

The graphic features the text 'UK Training' in a small, grey font above the word 'PARTNER' in a large, bold, black font. This text is positioned over a background of concentric grey circles and a chessboard pattern. In the foreground, three chess pieces—a dark knight, a dark pawn, and a gold king—are visible on the chessboard squares.

UK Training  
**PARTNER**

## Beyond the Course

Upon completion, participants will be prepared to create sustainable value through clearer strategy, stronger decisions, and better stakeholder alignment. They will return ready to:

- Develop a value creation strategy for their organization.
- Apply a decision-making framework aligned with value creation principles.
- Design stakeholder engagement plans that support strategic initiatives.
- Build a Balanced Scorecard to measure and communicate value creation.
- Use innovation and technology to support long-term business value.
- Lead a more value-driven organization with confidence and strategic clarity.

UK Training

**PARTNER**

