Business Strategy Construction: Building Competitive Edge

2027 □□□□□□ 24 – 20
Malaga (Spain)



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Ref: 20220300_221560 Location: Malaga (Spain) Fees: 5200 GBP

Course Description

This comprehensive 1-week course equips participants with the knowledge and skills to construct and implement effective business strategies. Through a blend of theoretical frameworks and practical applications, attendees will learn to analyze business environments, formulate strategic plans, and drive execution to achieve sustainable competitive advantage.

Learning Objectives

- Understand core strategic management concepts and frameworks
- Develop skills in strategic analysis, formulation and implementation
- Learn to align organizational capabilities with market opportunities
- Gain tools to monitor and adapt strategies in dynamic environments
- Enhance strategic decision-making and leadership capabilities

Course Modules

Day 1: Foundations of Strategic Thinking

- Introduction to strategic management concepts
- External environment analysis PESTEL, Porter's Five Forces
- Internal capabilities assessment VRIO framework
- Stakeholder analysis and management

Day 2: Strategy Formulation

- Developing vision, mission and strategic objectives
- Generic competitive strategies
- Blue Ocean Strategy and value innovation
- Building and leveraging core competencies

Day 3: Strategic Analysis and Choice

- Portfolio analysis tools BCG matrix, GE-McKinsey
- Scenario planning and strategic options
- Evaluating and selecting strategies
- Risk assessment and mitigation in strategy



Day 4: Strategy Implementation

- Organizational structure and strategy alignment
- Resource allocation and budgeting
- Change management and overcoming resistance
- Performance measurement and balanced scorecard

Day 5: Strategic Leadership and Adaptation

- Strategic leadership skills and practices
- Building a strategy-focused organization
- Continuous strategy review and adaptation
- Emerging trends in strategic management

Practical Wins for Participants

- Develop a strategic plan for your organization
- Create a balanced scorecard to monitor strategy execution
- Design an action plan to enhance your organization's competitive position
- Formulate a personal leadership development plan to drive strategic initiatives

