XCELERATE TRAINING INSTITUTE

your learning & development partner

STRATEGY AND STRATEGIC PLANNING

Advanced Strategic Management Training Course

DURATION	LANGUAGE	FORMAT
5 days	English	Classroom / Online

Upcoming dates

Dates	Venue	Format	Fee
4 – 8 Jan 2027	Kuala Lumpur	Classroom	€3,800
28 Jun – 2 Jul 2027	Live online	Online (live)	€1,200
6 – 10 Dec 2027	Live online	Online (live)	€1,200

Register or ask a question

Online: staging.x8ti.com/course/advanced-strategic-management-training-course/

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Advanced Strategic Management Training Course

Introduction

Introduction

Strategic Management is all about identification and clear description of the strategies that managers/leaders can carry so as to accomplish better performance and a competitive advantage for their organization. An organization is said to have competitive, viable and economical advantage if its profitability is higher than the average profitability for all companies in its industry.

What is Strategic Management and Why is it Important? Strategic management can also be described as a bundle of decisions and acts which a manager undertakes, and which decides the result of the firm's performance. The manager must have comprehensive knowledge and analysis of the general and competitive organizational environment so as to take correct decisions.

They should conduct a SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats), i.e., they ought to make best possible utilization of strengths, reduce the organizational weaknesses, make use of arising opportunities and prospects from the business environment and shouldn't ignore or disregard threats.

This Xcelerate Training Institute Course on Advanced Strategic Management is nothing but planning, preparing and forecasting for all foreseeable, predictable as well as unfeasible contingencies. It is best suited, relevant and appropriate to both small as well as big organizations as even the smallest organization face competition/rivalry and, by formulating and implementing appropriate strategies, they can accomplish sustainable competitive advantage.

Learning Objectives

- Learn how to induce synergy into their respective organizations by encouraging networking, collaboration, participation and ultimately organizational synergy via the accumulation of strategic capital and acumen
- Discover how to collate strategic acumen in relation to ascertaining best case scenarios to implement an optimal strategy for your organization
- Compile situation specific business cases for the subsequent implementation of strategic plans
- Understand your legal obligations in terms of strategic planning, implementation and execution
- Learn how to enforce provisions encapsulated in strategic plans in the event of non-compliance
- Recognize how to spot common errors when reviewing strategic plans
- Take preventative and protective control measures to ensure maximum participation in strategic planning processes for your organization

Training Methodology

- Lectures
- Seminars & Presentations
- Group Discussions

- Assignments
- Case Studies & Functional Exercises
- Role plays

Benefits For Your Organization

Companies who nominate their employees to participate in this Advanced Strategic Management Course can benefit in the following ways:

- Review business and strategic context for your business
- Use of strategic thinking: innovation approaches
- Business Acumen and Strategy Execution
- Leadership qualities necessary to inspire, motivate and engage with Staff
- Examine the external environment affecting your company's capability to succeed
- Build a business strategy and a complete strategy implementation map
- Assess your current organizational strategic leverage potential by evaluating the strength of engaging in a holistic strategy execution plan

Benefits For You

Individuals who participate in this Advanced Strategic Management Course can gain from it in the following ways:

- Improve your performance through higher efficiency and greater worker productivity by being aware of all strategic planning processes in your organization
- Engage in conversations about the benefits of employing strategic planning strategy for your corporate entity
- Focus on human factors and issues to analyze the best possible value extraction scenario
- Get an opportunity to work through hands-on exercises in detail to gain the skills needed to facilitate a mutually beneficial strategy for your organization
- Gain the skills to plan, manage, facilitate, and scribe a comprehensive strategy for your organization

Target Audience

- Decision-makers from management boards, owners, partners, board members, members of supervisory boards
- Mid-level to senior-level executives and associates who are responsible for strategic planning, implementation, and business development
- Executives who assess and examine strategy proposals for their plausibility
- Executives and associates of companies, divisions or business units in charge of implementing and executing strategies
- Executives, managers, specialists and consultants who lead strategy meetings, draft strategic concepts and conduct strategic analyses
- CEO's

Course Outline

INTRODUCTION

- Definition
- Objectives
- Benefits
- Advantages
- Understanding your role as manager and visionary
- Establishing clear performance objectives and standards

COMPONENTS OF A STRATEGY STATEMENT

- Long-term strategic direction
- Broad Policy direction
- What characterizes good strategies?
- Strategic Intent
- Mission Statement
- Features of a Mission
- Vision
- Goals and Objectives

STRATEGIC MANAGEMENT PROCESS

- Determining your current strategic position
- Understanding strategic challenges correctly
- Strategy Formulation
- Strategy Implementation
- Strategy Evaluation

ENVIRONMENTAL SCANNING

- External and Internal Factors
- Forecast Development
- Factors Influencing Organizational Success
- Internal Analysis of the Environment
- Industry Environment
- National Environment
- Macro Environment

STRATEGY FORMULATION vs IMPLEMENTATION

- Planning and Decision Making
- Developing Organizational Strategic Goals
- Innovative and digital business models
- Strategy Execution
- Placing Forces before action
- Managing forces during the action
- Entrepreneurial Activity
- Strategy Formulation and Effectiveness
- Strategy Implementation and Efficiency

- Strategy Formulation as Rational Process
- Strategy Implementation as an operational process
- Strategy formulation, initiative and logical skills
- Strategy Implementation, motivational and leadership traits

STRATEGIC DECISIONS

- Characteristics of Strategic Decisions
- Implications of Major Resource Propositions
- Growth based on core competencies
- Customer-centric strategic approaches
- Evaluating strategic options
- Harmonizing Organizational Resource Capabilities

COMPETITOR ANALYSIS

- Competitive Advantage
- Distinctive Advantage
- Human, Social and Intellectual Capital
- Corporate Strategy
- Porter’s Five Forces Model
- Porter’s Five Forces Corporate Analysis
- Strategic Leadership
- Cross-departmental innovation

IMPLEMENTING A NEW STRATEGY: CHANGE MANAGEMENT

- Interpreting strategic objectives into an execution plan
- Ensuring clear responsibility and accountability
- Incentives and controls
- Learning, feedback and adaptation

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Registration Form

Advanced Strategic Management Training Course

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

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Register online
Open the course page