



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Strategy Design Bootcamp

Code	City	Hotel	Start	End	Price	Language - Hours
403	Zurich (Switzerland)	Hotel Meeting Room	2025-08-11	2025-08-15	5450 €	En - 25

Introduction

A unique, action-packed workshop that puts the emphasis on practical application of proven, cutting-edge, methods and tools that really works.

Develop hands-on skills in this critical area through applying tools to real world cases and the opportunities and challenges affecting your own organisation.

At the end of the bootcamp you will be able to apply the tools you need to design, develop and deliver a successful business strategy.

This course will feature:

- Stimulating exercises and role plays which are planned carefully to allow delegates to explore their real-life situations through a comprehensive strategic management system
- Active participation to practice using the most current, proven strategy method and tools - experience which can be taken back and applied in the workplace.
- Extensive and constructive feedback throughout the course from the tutor, from fellow delegates and from self-review
- Selection of the vital few critical success factors, key results indicators and key performance indicators to build a scorecard and dashboards
- Discovering new ideas, perspectives and insights

Objectives



By the end of this course, participants will be able to:

- Choose the optimal strategy design for your organisation
- Evaluate new strategy tools and predict their effectiveness
- Question existing strategies and distinguish between effective and ineffective approaches
- Explain how to apply a systematic approach to strategy design, development, implementation and evaluation
- Choose and apply the best strategy tools for the chosen design approach

Contents

Day One

- Differentiate strategy that works from bad strategy
 - Distinguishing bad strategy from good strategy
 - Analysing the essence of good strategy
 - Distinguishing between power and influence
 - Setting powerful objectives
 - Using strategic design
- Keynote Activity: Chain-link systems - team case study

Day Two

- Thinking like a strategist
 - The science of strategy
 - Applying strategic thinking skills - when to say 'no'
 - Applying change management techniques
 - Applying prescriptive approaches
 - Describing strategy as it really happens
 - Appraising systems thinking as a strategy tool
- Keynote Activity: Strategic Transformation - Video Case study



Day Three

- Using a strategic management system
 - Designing the strategy: What business are we in and why?
 - Describing the key issues you face in your business
 - Answering the question: To compete or not to compete?
 - Translating the strategy into objectives and measures
 - Planning operations and improving processes
 - Developing dynamic budgets
 - Testing, adapting and improving your strategy
- Keynote Activity: Individual strategy presentations

Day Four

- Mastering the strategy toolkit
 - Environmental and resource analysis
 - Strategy formulation
 - Applying Greiner's growth model
 - Strategy Maps and the Balanced Scorecard
 - Strategic orientation and business process alignment
 - The white space model
- Keynote Activity: Strategic Transformation - Video Case study

Day Five

- Putting strategy into action
 - Applying the strategic management system
 - Designing your own strategic approach
 - Presenting your strategy and getting support
 - Understanding politics, power and influence
 - Feedback and suggestions for next steps



The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

- **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

- **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

- **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

- **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

- **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

- **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

- **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

- **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

- **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

- **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.