



**SCANDINAVIAN ACADEMY**  
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# Course: Advanced Strategic Management : Business Strategy Management

Code	City	hotel	Start	End	price	Hours
529	Zurich (Switzerland)	Hotel Meeting Room	2025-04-28	2025-05-02	5450 €	25

## Introduction

This course will give emphasis on the Management's key role of setting the organization's strategic direction. This course supports the development of high-level strategy skills for middle to senior Managers wanting to gain or refresh their knowledge of strategic planning and increase confidence in the use of corporate planning tools and approaches. This may include the ability to align the organisation's internal capabilities to unpredictable external factors, which is crucial for success.

This course will help delegates to understand the global context in relation to their business, as well as develop skills and confidence to boost performance and enable them to develop and sustain their organisation's performance for the future.

### This course will feature:

- Review of business and economic context for your business
- Tools and techniques used in strategy development
- Use of strategic thinking: innovation approaches
- How organisational culture supports or prevents innovation
- Leadership qualities needed to inspire, motivate and engage with Staff

## objectives

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



- Develop good Vision and Mission statements in support of strategy formulation
- Carry out stakeholder analyses to enable management of diverse interests
- Relate leadership qualities to culture and strategy development
- Develop a systems thinking view of organisations
- Turn strategy into business and operational plans

## **Contents**

### **Day One : The Strategizing Process**

- Why strategize: 21st century changes and challenges?
- Psychological aspects of decision making
- Strategic thinking - who, how, when & why
- Examples of strategy success and failure
- The functions and capabilities of a strategic manager
- Culture and strategic choices

### **Day Two : The Strategic Process**

- Impact of external change: competitive positioning, technology, regulation
- Innovation: Blue v Red Ocean strategies
- The strategy hierarchy
- Realising the strategies: making them happen
- Recognising & reacting to disruptive competition
- Competitive positioning

### **Day Three : Strategic Management Skills**

- Leadership theories & styles
- Attributes of successful leaders
- Strategic skills: traits or contextual
- Visioning, communicating & framing



- Team and organisation perspectives on implementing strategies
- Leading others through the strategic process

#### **Day Four : Managing the Culture**

- The significance of corporate culture
- Facets of culture: the cultural web
- The Leaders role in establishing the culture
- Managing in a multi-cultural corporation
- Impact of culture on strategy roll out
- Challenges of mergers & acquisitions

#### **Day Five : Tactics and Plans**

- Employing tactics to achieve objectives
- What type of plan?
- Owning and implementing plans
- Strategic execution: budgeting, forecasting & adjusting to reality
- Aligning corporate to individual objectives
- A culture of learning



**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.