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PLANNING AND STRATEGY MANAGEMENT | PSM-008

The Advanced Business Strategist

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Course content

Why Attend

Managers and directors come from various fields—technical, commercial, financial—but they all need strong strategic management skills to guide their organizations towards future success.

This The Advanced Business Strategist training course is designed for senior leaders to deepen or update their knowledge of strategic management tools and techniques for effective innovation, strategizing, and planning.

In the context of a rapidly shifting and unpredictable global environment, this course addresses the critical challenges of strategic decision-making and change management. It focuses on developing leadership skills necessary for creating strategies, as well as for successfully communicating and implementing organizational change to engage employees and drive progress.

Course Objectives

By attending this training course, delegates will be able to:

• Select appropriate tools for reviewing business and economic context for your business

• Apply tools and techniques for strategy development, recognising that the order and approach affects decision making

• Learn about innovative and incremental strategy development

• Consider the impact of culture on strategy implementation and review effectiveness of current approaches

• Develop your leadership capabilities to inspire, motivate and engage with all employees

Designed for

This training course is designed for individuals who currently hold or aspire to hold middle and senior management positions and wish to sharpen their analytical skills as well as enhance their ability to communicate effectively to gain commitment to achieving business results. They will be responsible for contributing to the development of corporate strategies and objectives as well as their communication and implementation. They include:

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Course Objectives

- Directors and senior managers
- Team Leaders
- Corporate strategy, HR and other functional managers
- Heads of Division
- Heads of Department

Course outline

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

Course content

Course outline

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

Course content

Seminar dates

Available seminar dates

Live dates and pricing for The Advanced Business Strategist generated from the course details page.

Date	Location	Format	Fee
3 - 7 August 2026	Munich - Germany	Classroom	**€3,450.-**
7 - 11 September 2026	Amsterdam - Netherlands	Classroom	**€4,250.-**
12 - 16 October 2026	Istanbul - Turkey	Classroom	**€2,850.-**
9 - 13 November 2026	Rome - Italy	Classroom	**€4,250.-**
14 - 18 December 2026	Istanbul - Turkey	Classroom	**€2,850.-**

Live online option	Online delivery is available at €1,850.-.