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ADVANCED IN BUSINESS STRATEGY MANAGEMENT AND LEADERSHIP

Start Date:	12/04/2027	**End Date:**	16/04/2027
Categories:	Management	**Venues:**	Amsterdam
Formats:	In Person	**Instructors:**	

OVERVIEW

This advanced program delves into the critical interplay between business strategy management and leadership, equipping participants with the frameworks, tools, and insights to drive organizational success in complex and dynamic environments. Participants will explore how to formulate, implement, and adapt strategies while cultivating the leadership qualities necessary for effective execution and sustainable growth.

OBJECTIVES

By the end of this course, participants will be able to: – Develop a comprehensive understanding of strategic frameworks like Porter’s Five Forces and the Balanced Scorecard. – Enhance decision-making capabilities through scenario planning and competitive analysis. – Master leadership theories and their application in motivating teams and fostering innovation. – Learn to translate strategic vision into actionable plans and measurable outcomes. – Analyze case studies of successful and unsuccessful strategic initiatives to extract key lessons. – Improve communication and stakeholder management for effective strategy deployment.

COURSE OUTLINE

1- Strategic Formulation and Analysis 2- Strategy Implementation and Execution 3- Leadership in Strategic Contexts 4- Innovation and Change Management

TARGET AUDIENCE

Senior managers, directors, VPs, and aspiring C-suite executives responsible for developing and implementing business strategy, as well as those in leadership roles seeking to enhance their strategic acumen.

METHODOLOGY

The program employs a blend of expert-led lectures, interactive case study analyses, group discussions, strategic simulation exercises, and peer-to-peer learning to foster a deep understanding and practical application of advanced business strategy and leadership principles.

CONCLUSION

Upon completion of this program, participants will be equipped to lead their organizations through strategic challenges, foster a culture of innovation, and achieve sustainable competitive advantage through effective strategy management and visionary leadership.

DAILY AGENDA

Day 1: Strategic Landscape Analysis

This day focuses on understanding the external and internal environments using tools like PESTLE analysis and SWOT, and introduces foundational strategic frameworks.

Day 2: Strategy Formulation and Choice

Participants will delve into competitive strategy, corporate strategy, and the process of making critical strategic choices based on analytical insights.

Day 3: Leadership styles, EI, and the art of influencing stakeholders

This day explores various leadership styles, emotional intelligence, and the art of influencing stakeholders to align with strategic objectives.

Day 4: Strategy Implementation and Execution

Focus shifts to the practicalities of putting strategy into action, including organizational design, resource allocation, and performance management.

Day 5: Leading Through Change and Innovation

The final day addresses managing organizational change, fostering innovation, and adapting strategies in response to market disruptions and emerging trends.

For more information, please contact us:
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