



( 5 Days Training Course )

# Certificate in Strategic Enterprise Analysis & Consulting Skills

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## Why Choose this Course?

Do you face the challenge of having to create tomorrow's organisation out of today's organisation against a background of rapid change – in markets, technology, business processes and risky business conditions?

This 5-days training course "Certificate in Strategic Enterprise Analysis and Consulting Skills" has been specially designed to develop a new type of manager in the critical competences of business analysis and effective consultancy in priority activities that will enable an organisation to achieve, sustain and enhance competitive advantage and profitable growth. The course is both an intensive introduction to leading-edge techniques of business analysis and also an updating mechanism for advancing the practical skills that are required in strategic consultancy – either as an internal specialist within your current organisation or an independent external consultant.

## This training course will feature:

- Structured frameworks for organisational analysis
- Identifying and evaluating the potential of new opportunities
- Discussion and extension of personal experience in these subjects
- Developing a persuasive consulting style
- Case examples and case studies that apply the new learning

The overall challenge for participants in this training course is to enhance the analytical skills of experienced managers and specialists and to provide the essential additional skills to enable them to perform effectively as internal or external consultants.

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

- Analyse the future potential of your organisation's current business
- Identify and evaluate opportunities for profitable growth
- Build strategic planning teams and produce plans that get implemented
- Advise, motivate and engage colleagues or clients to gain their commitment and support
- Introduce and lead the implementation of innovative plans

## Who is this Training Course for?

This training course is aimed all managers and specialists who are engaged in analysing new opportunities and getting them implemented effectively. Therefore, the course is suitable for a very wide range of leaders, managers and advisors, but will greatly benefit:

- Strategic planners who wish to learn leading-edge tools and techniques
- Marketing specialists who now need to take a broader view of the business
- Operations managers who have an interest in a general management role
- Experienced finance specialists and investment analysts
- Human resource managers responsible for introducing change
- Scientific and technical specialists interested in strategic planning
- Supply chain, logistics and business process managers
- High-potential staff who need a rapid introduction to strategic management

## Course Outline :

### Day One: Theme – Strategic Enterprise Analysis (1)

What is strategic management and why is it important?  
The main tools and techniques of strategic analysis  
Analysis of the business environment  
Identifying the main structural forces in a business  
Linkage and alignment of strategic with operational management  
Case study to develop the above topics

### Day Two: Theme – Strategic Enterprise Analysis (2)

Assessing the attractiveness of our chosen business activity  
Projecting the main development trends  
Evaluating our performance in our chosen business activity  
Planning in balance with our line of sight  
Designing and implementing a strategic plan for profitable growth  
Case example or case study on the above topics

### Day Three: Theme – Developing Consulting Skills (1)

Defining the role and relationship with an internal or external client  
Scoping a project – the start of a relationship  
Proposing and negotiating a consulting contract  
Selecting internal and external members of the team  
Managing client expectations  
Case example or case study

### Day Four: Theme – Developing Consulting Skills (2)

Achieving a successful project launch  
Managing and controlling a consulting project  
Coping with variance and divergence in implementing the project  
Dealing with internal and external project management problems  
Effective reporting and presentation  
Case example or case study

### Day Five: Theme – Consulting Activities that Get Results

The importance of team balance – internal and external  
Ensuring effective knowledge transfer to the client  
Case example for discussion – a problem project  
Case example for discussion – a successful project  
Impact evaluation of projects in analysis and consulting  
The personal action plan to develop enterprise analysis and consulting skills