informatech




LEADERSHIP AND MANAGEMENT | LM-024

# Business Strategy Essentials

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# Course content

## Why Attend

Why Attend Strong business strategy helps organizations compete effectively, adapt to change, and achieve sustainable growth. Managers at every level need the ability to think strategically, translate direction into plans, lead execution, and continuously improve results. This course provides participants with practical tools to understand strategy, align resources, manage implementation, and strengthen leadership impact in today's dynamic business environment.

Course Methodology This course uses an interactive and practical approach through presentations, case studies, workshops, group discussions, planning exercises, self-assessments, and real workplace examples.

## Course Objectives

- Understand the fundamentals of business strategy
- Develop stronger strategic thinking skills
- Translate strategy into clear plans and priorities
- Improve strategy execution and leadership effectiveness
- Manage change, collaboration, and resistance
- Understand the impact of culture and influence on strategy
- Use tools to monitor progress and performance
- Build long-term strategic leadership capability

## Target Audience

- Managers and Supervisors
- Team Leaders
- Department Heads
- Project Managers




# Course content

## Target Audience

- Business Owners
- Future Leaders
- Anyone seeking stronger strategic management skills

## Target Competencies

- Strategic Thinking
- Planning Skills
- Leadership Skills
- Change Management
- Performance Management
- Decision-Making
- Collaboration
- Continuous Improvement

## Course outline

### Day 1: Strategic Thinking for Business Success

- Art and science of strategy in modern organizations
- Importance of strategic thinking for managers at all levels
- Core principles of effective strategic thinking
- Roles of leaders and managers in shaping strategy
- Strategy as a driver of innovation and renewal
- Exercise: Personal strategic thinking self-assessment

### Day 2: Turning Strategy into Practical Plans




# Course content

## Course outline

- Key elements of business plans and strategic alignment
- Vision, mission, and organizational values
- Translating board direction into structured action plans
- Goal setting and alignment methods
- Planning for uncertainty and unexpected events
- Resource prioritisation and allocation decisions
- Responsibilities of managers during planning
- Exercise: Build a simple strategy map and plan

### Day 3: Leading and Executing Strategy

- Critical success factors for implementation
- Leadership's role in sustaining strategic initiatives
- Leadership styles and their impact on execution
- Managing change and resistance during transitions
- Building buy-in through communication and listening
- Practical approaches: motivation, delegation, performance management
- Exercise: Responding to implementation scenarios

### Day 4: Power, Culture, and Organisational Influence

- Understanding power and influence in organizations
- How culture supports or blocks strategy success
- Collaboration across departments and functions
- Informal networking and relationship-building techniques
- Managing stress and conflict during strategic decisions
- Case studies on power structures and strategic outcomes




# Course content

## Course outline

### Day 5: Continuous Improvement and Career Growth

- Tools to track strategy progress and results
- Agile and adaptive strategy management practices
- Digital tools for planning and strategic management
- Embedding continuous improvement into strategy cycles
- Future trends in strategy and leadership development
- Exercise: Personal strategic leadership development plan




# Seminar dates

## Available seminar dates

Live dates and pricing for Business Strategy Essentials generated from the course details page.

| Date | Location | Format | Fee |
|---|---|---|---|
| 14 - 18 December 2026 | Vienna - Austria | Classroom | **€3,400.-** |
| 7 - 11 December 2026 | Paris - France | Classroom | **€3,520.-** |
| 14 - 18 December 2026 | Barcelona - Spain | Classroom | **€3,360.-** |
| 21 - 25 December 2026 | Munich - Germany | Classroom | **€3,400.-** |
| 18 - 22 January 2027 | Barcelona - Spain | Classroom | **€3,080.-** |
| 15 - 19 February 2027 | London - U.K | Classroom | **€3,360.-** |
| 15 - 19 March 2027 | Munich - Germany | Classroom | **€3,400.-** |
| 19 - 23 April 2027 | Amsterdam - Netherlands | Classroom | **€3,400.-** |
| 17 - 21 May 2027 | London - U.K | Classroom | **€3,360.-** |
| 21 - 25 June 2027 | Istanbul - Turkey | Classroom | **€2,280.-** |
| 19 - 23 July 2027 | Vienna - Austria | Classroom | **€3,400.-** |
| 16 - 20 August 2027 | Istanbul - Turkey | Classroom | **€2,280.-** |
| 20 - 24 September 2027 | Kuala lumpur - Malaysia | Classroom | **€1,800.-** |
| 18 - 22 October 2027 | Dubai - UAE | Classroom | **€2,040.-** |
| 15 - 19 November 2027 | London - U.K | Classroom | **€3,360.-** |
| 20 - 24 December 2027 | Kuala lumpur - Malaysia | Classroom | **€1,800.-** |