informatech



PLANNING AND STRATEGY MANAGEMENT | COURSE

Certificate in Business Strategy Management

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Course content

Why Attend

Why Choose Certificate in Business Strategy Management Training Course?

Enrolling in the Business Strategy Management course offers a transformative journey that strengthens strategic acumen and leadership skills. Participants will benefit from comprehensive modules that cover essential aspects of business strategy. Here are some key benefits:

• Enhanced Strategic Skills: Participants will gain advanced understanding and practical skills in employing strategic tools that are applicable in real-world scenarios.

This Business Strategy training course is designed to deepen insights into strategic management by bridging the gap between theoretical concepts and practical applications.

• Competency in Strategic Thinking: The course empowers delegates with an innovative mindset crucial for navigating today's competitive business environment.

By fostering strategic thinking, participants will be prepared to devise and execute plans that align with organizational objectives, making them pivotal assets in any company.

• Leadership Development: The Strategy Management training course focuses on nurturing the necessary leadership qualities to drive teams and influence organizational culture effectively.

By understanding the dynamics of leadership in strategy implementation, professionals will be equipped to foster a culture of innovation and adaptability.

• Interactive Learning Experience: Leveraging case studies, simulations, and practical exercises, the course ensures an interactive learning experience. This hands-on approach allows participants to actively engage in learning, ensuring a thorough grasp of strategic management principles.

Upon completing the Strategy Management course , participants will not only have honed their strategic planning capabilities but also amplified their ability to make impactful, strategic decisions that propel business success.

What are the Goals?

By the end of this Business Strategy Management training, participants will be able to:

• Develop good Vision and Mission statements in support of strategy formulation



Course content

Why Attend

- Carry out stakeholder analyses to manage diverse interests
- Recognise the impact of culture on interactions and outcomes
- Recognise the complexity of decision processes in the 21st Century
- Turn strategy into business and operational plans

Who is this Training Course for?

This course is suitable to a wide range of professionals but will greatly benefit:

- Professionals who want to sharpen their analytical skills
- Professionals wanting to further enhance their strategic leadership effectiveness
- Professionals aspiring to take on a more senior and strategic role in their organisation
- Managers who want to encourage innovative thinking
- Managers wanting to refresh their thinking and gain confidence in the use of strategic management tools

Course outline

Day one: The Strategizing Process

- Why strategize: 21st century changes and challenges
- Strategic Planning
- Strategic thinking – Who, How, When and Why
- Strategic options, decisions, psychological factors
- Stories of success and failure
- Cultural impact on leaders

Day two: The Strategic Process



Course content

Course outline

- Strategy is relative to…
- No decision, is a decision
- Distinguishing between red and blue ocean strategies
- Strategy Tools: The SWOT analysis
- Turning dreams into realizable actions – SMART objectives
- Strategy hierarchy – Aligning resources and actions

Day three: Strategic Management Skills

- Leadership theories & styles– A toolkit for managers
- What drives you?
- Leaders' Emotional Intelligence
- Visioning, communicating & framing
- Leadership skills: Influencing and persuading
- Motivating employees

Day four: Managing the Culture

- The cultural iceberg
- Cultural frames of reference: The cultural web
- Impact of strong and weak cultures
- Cultural challenges: Globalisation, mergers and acquisitions
- Evaluating your organisation's culture
- Leaders' role influencing culture

Day five: Tactics and Plans



Course content

Course outline

- Impact of change on employees
- Individual v team roles
- Employee engagement
- Tactics and plans
- A culture of learning
- Personal action planning



Seminar dates

Available seminar dates

Live dates and pricing for Certificate in Business Strategy Management generated from the course details page.

Date	Location	Format	Fee
7 - 11 December 2026	Barcelona - Spain	Classroom	**€3,080.-**
11 - 15 January 2027	Cape Town - South Africa	Classroom	**€2,272.-**
8 - 12 February 2027	Frankfurt - Germany	Classroom	**€2,600.-**
8 - 12 March 2027	Barcelona - Spain	Classroom	**€3,080.-**
12 - 16 April 2027	Frankfurt - Germany	Classroom	**€2,600.-**
10 - 14 May 2027	Rome - Italy	Classroom	**€3,400.-**
14 - 18 June 2027	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
12 - 16 July 2027	Barcelona - Spain	Classroom	**€3,080.-**
9 - 13 August 2027	Paris - France	Classroom	**€3,600.-**
13 - 17 September 2027	Frankfurt - Germany	Classroom	**€2,600.-**
11 - 15 October 2027	Barcelona - Spain	Classroom	**€3,080.-**
8 - 12 November 2027	Frankfurt - Germany	Classroom	**€2,600.-**
13 - 17 December 2027	Rome - Italy	Classroom	**€3,400.-**

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