informatech

PLANNING AND STRATEGY MANAGEMENT | COURSE

Certificate in Strategic Management

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Course content

Why Attend

Course Introduction

This Certificate in Strategic Management training course is designed for business leaders and professionals seeking a competitive edge in today's complex and ever-changing business environment. It covers both the fundamentals of strategy and the latest innovative approaches for achieving high-impact results. You will be challenged to apply the concepts directly to your own business reality, with topics ranging from business innovation to culture building, trends analysis to value pricing. Through case studies and guidance drawn from thought leaders, you will enhance your tools and techniques to help you take your business to the next level.

Key highlights of this training course are:

• Direct application of strategy to your business reality to help you chart your course ahead and your next moves

• Develop an innovative mindset that will help you stay ahead of the game in a rapidly changing world

• Create strategies that will help you stand out from the competition and capture new markets

• Use trend analysis to gain insights into emerging customer needs and preferences

• Implement value pricing to capture more of the value you create for your customers

• Build a winning company culture that fosters innovation, collaboration, and high performance

Course Methodology

This Certificate in Strategic Management training course uses an interactive approach with practical, real-world applications. The course includes lectures, case studies, group discussions, and individual and group exercises to promote experiential learning. The focus is on active participation, collaboration, and acquiring tangible skills and strategies that can be immediately applied to the delegates' work environments. Personalized guidance will be provided by the experienced trainer to ensure delegates achieve maximum learning outcomes.

Who should Attend?

Course content

Course Methodology

This Certificate in Strategic Management training course is suitable to a wide range of professionals who want to develop a strategic mindset and enhance their strategic decision-making skills. It will greatly benefit professionals across a wide variety of industries in managerial, leadership, and research roles:

- Business Leaders
- Senior Managers
- Entrepreneurs
- Consultants
- Business Analysts
- Project Managers
- Product Managers
- Marketing Managers
- Innovation Managers
- Business Development Managers
- Sales Executives
- Market Researchers
- Human Resource Managers
- Operations Managers
- IT Managers
- Engineering Managers
- Customer Service Managers

Course Objectives

By the end of Certificate in Strategic Management training course, participants will be able to:

Course content

Course Objectives

• Analyze your business reality and make strategic decisions that are directly applicable

• Develop an innovative mindset and design systems and procedures that unlock innovation in your organization

• Design and implement strategies that leverage greater value for your customers, help you capture new markets, and enable you to tackle strategic challenges

• Apply principled ideas that enhance your strategic choices and compound your results

• Create a winning company culture that fosters innovation, collaboration, and high performance

Course outline

Day One: Fundamentals of Strategic Management

• The essential components of strategy

• Strategic problem solving

• Framing the challenge and formulating a strategic hypothesis

• Strategic analysis and the Industry Environment

• Strategic sources of power and multipliers

• Introduction to delegate's particular core strategic challenges

Day Two: Strategic Innovation

• Fundamentals of Innovation

• Gaining insights: tools and techniques

• Trend curation and analysis

• Business innovation

• Implementing innovation in the organization

Course content

Course outline

• Bringing innovation to market

Day Three: Unlocking Strategic Value

• Unlock strategic value

• Scenario Planning

• Value Pricing

• Unlock customer opportunities

• Become a "category of one"

• Compound your results in a virtuous cycle of action

Day Four: Strategic Leadership

• Principled Decision-Making

• Leadership systems to enhance strategic choices

• Creating and stimulating a conscious organization

• Aligning organizational structure with strategy

• The role of leadership and culture in strategy implementation

Day Five: Strategic Implementation, Evaluation, and Control

• Implementing strategy in the organization

• Evaluation and control in strategy implementation

• The use of balanced scorecard, bench-marking, and other strategic tools

• Apply continuous improvement

• Set up systems for ongoing feedback

Seminar dates

Available seminar dates

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

Date	Location	Format	Fee
20 - 24 July 2026	Rome - Italy	Classroom	**€4,250.-**
3 - 7 August 2026	Munich - Germany	Classroom	**€3,450.-**
7 - 11 September 2026	Amsterdam - Netherlands	Classroom	**€4,250.-**
12 - 16 October 2026	London - U.K	Classroom	**€4,200.-**
9 - 13 November 2026	Istanbul - Turkey	Classroom	**€2,850.-**
14 - 18 December 2026	Vienna - Austria	Classroom	**€4,250.-**

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