

Business Strategy Development & Planning

[The Master Game Plan]



Master the art of strategic thinking, learn how to think differently, deploy new business frameworks and develop your ability to innovate strategically. Discover the latest thought leadership and strategic tools to enable you to become a more strategic leader and bring strategic growth to your business.

Our business strategy programmes will help you reinvigorate your strategic thinking and achieve sustainable growth for your organisation - whatever the future brings.



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BRIEF PROGRAM OVERVIEW

Strategic management deals with a set of decisions and actions that result in the design and activation of strategies to achieve the objectives of an organization. This programme would provide participants with an overview of the nature, benefits and the alignment of strategy formulation and implementation model.

Do more than just 'manage' – think and act strategically. Gain an in-depth understanding of the most important and effective strategic processes, ideas, tools and techniques, to help you to contribute to your organisation's future. During times of dramatic change and increasing uncertainty, when over 65% businesses are changing their strategies, it is even more important to link your operational responsibilities to the strategic aims of your organisation.

This course is practical and hands on, and shows how strategy, change management, culture change, and the business plan are all interdependent.

FOR WHOM:

Managers, Middle level Managers, Senior Managers, and other key functions Staff, who contributes strategically for the organization to excel. Also this program is for experienced managers in all functions who are looking to move to the next level, or to better integrate their organization's strategy into their operational responsibilities.

LEARNING OBJECTIVES:

At the end of the programme, participants will be able to :

- Formulate company's mission, purpose, philosophy and goals
- Conduct extensive organization appraisal using various such as ansoff matrix evaluation, competency gap analysis, value chain analysis, VRIO framework and more
- Conduct an analysis that reflect the company's internal / external environment using the SWOT & PESTEL analysis
- Identify the most desirable options by evaluating each option in the light of the company's mission and objectives.
- Select a set of long-term objectives and grand strategies that would achieve the most desirable options
- Develop short-term objectives and strategies that are compatible with the selected set of long-term objectives and goals
- Implement strategic choices by means of budgeted resources allocation in matching tasks, people, structure, technologies, and reward system.
- Evaluate the success of the strategic process as an input for future decision making.

DURATION: 3 DAYS

COURSE CONTENT:

⇒ **Strategic Management : An overview**

- Introduction to Strategic Planning & Management
- Strategic management functions and benefits

- The strategic management process
- ⇒ **Strategy Formulation – Defining Your Strategic Intent**
 - Defining the company’s Mission, Vision, Values, (MVV)
 - Defining the company’s Goals & Objectives
 - Reviewing your Organization 360° SMART Goals – Financial, Process, People, Customer and Growth Goals and Objectives
 - Business Policies – Redefining the Guiding Sign-Post
- ⇒ **Techniques of Organizational Appraisal**
 - Ansoff Matrix Evaluation
 - Core Competencies Appraisal & Competencies Gap Analysis
 - Organisational capability and Strategic Advantage Framework
 - VRIO framework
 - Value Chain Analysis
 - Quantitative analysis, Balanced scorecard and Key factor rating
- ⇒ **Scanning the Environmental and Industry Analysis**
 - Marketing environment (Micro and Macro Environment Evaluation)
 - SWOT and PESTEL Analysis
 - Porters 5 force
- ⇒ **Formulating long-term objectives and winning strategies**
 - Corporate Strategies - Grand Strategies
 - Porters generic business strategy (Cost, Differentiation and Focused strategies)
 - Developing Sustainable Competitive Advantages
 - Tactics – Exploring the Blue Ocean Strategy Options
 - Leverage Digital for Strategy transformation
- ⇒ **Strategic analysis and choice**
 - Evaluating and choosing business strategies
 - Seeking sustained competitive advantage
- ⇒ **Strategy Implementation: Some approach**
 - Through short-term objectives,
 - Functional Tactics Reward system, and Employee empowerment
 - Exploring the Mckinsey's 7s Framework
 - Mintzberg's 5P's: Plan and ploy; Pattern, position, perspective
 - Formation Strategy
- ⇒ **Implementing Strategy : Structure, Leadership and Culture**
 - Structuring an effective organization
 - Corporate Culture and Leadership
 - Embracing change
- ⇒ **Strategic Control and Continuous Improvement**
 - Establishing Strategic Control
 - The quality imperative : Continuous improvement to build customer value
 - Operational control systems
- ⇒ **Case Studies – Your Business as a Case Study**

TRAINING PACK

- Award of Certificate of Participation, on completion.
- Customized Training Materials

- Case Studies and Activities Stimulation
- interactive, experiential learning
- Light Refreshment
- Completion of Strategy Development Framework Document
- 30days On- going mentorship

REGISTRATION PROCEDURE

1. Pay the registration fee on or before registration deadline date(at least a week before class commencement date)
2. Send your name, phone number, email address, training location, amount paid to training@successdrives.net or SMS to 09167678828
3. Visit www.successdrives.net click on register now tab and complete Registration Form.
4. Upon confirmation of your registration an electronic receipt will be sent to your mail.
5. Commence your training at SuccessDrives Training Facility, Allen Avenue, Ikeja- Lagos State

ACCOUNT DETAILS

Bank: First City Monument Bank Plc (FCMB)

Account Name: SuccessDrive Global Consult Ltd

Account Number: 246 809 3010

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