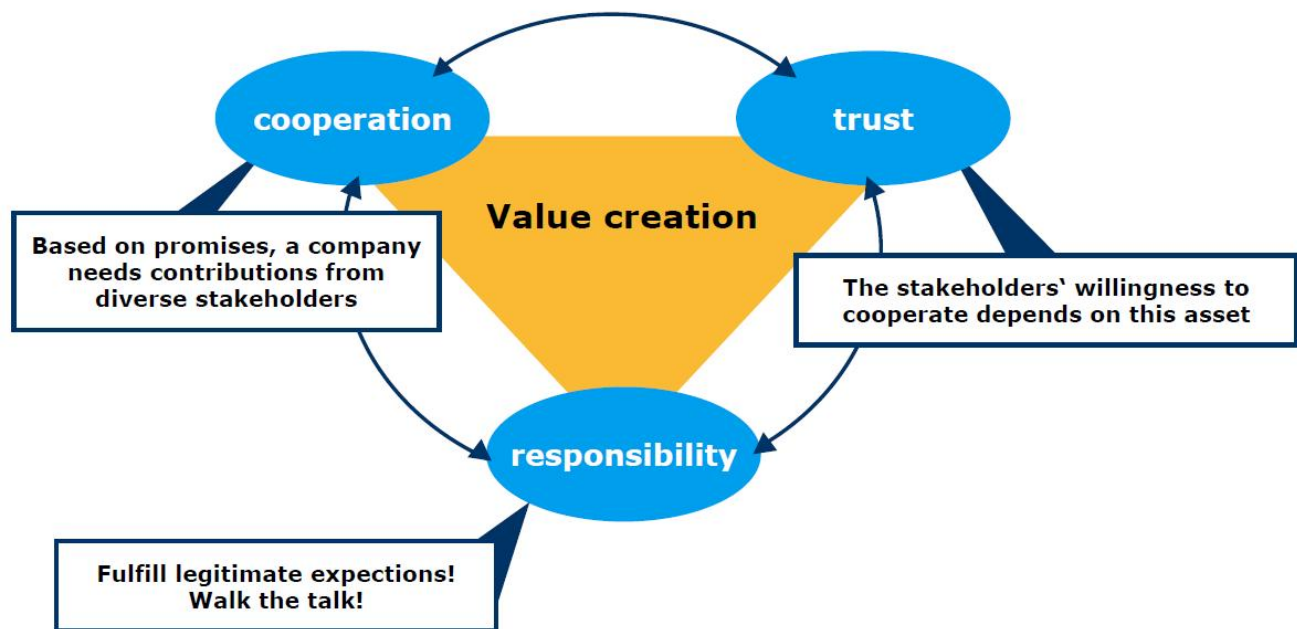


# Developing Strategy for Value Creation & Growth

## Sustainable Value Creation



## **BRIEF PROGRAM OVERVIEW**

This course is designed to help you develop a strategic mindset for creating value in your business or organization. You will learn how to analyze your market, identify your unique strengths, and leverage your resources to create value for your customers and stakeholders.

## **FOR WHOM:**

This course is designed for business professionals, entrepreneurs, managers, and anyone who is interested in developing a strategic mindset for creating value in their business or organization. It is ideal for individuals who are responsible for developing and implementing strategic plans, as well as those who want to enhance their skills in strategic management and value creation. This course is suitable for individuals at all levels of experience, from beginners to experienced professionals.

## **LEARNING OBJECTIVES:**

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

- Understand the key concepts of strategic management and value creation
- Analyze the external and internal factors that affect your organization's value proposition
- Develop and implement a strategic plan to create value for your customers and stakeholders
- Evaluate the effectiveness of your strategy and make adjustments as needed

**DURATION:** 2 DAYS

## **COURSE CONTENT:**

### Module 1: Introduction to Value Creation and Strategic Management

- Understanding the concept of value creation
- Overview of strategic management
- The importance of a strategic mindset in creating value

### Module 2: External Analysis

- Understanding the competitive environment
- Conducting a market analysis
- Identifying customer needs and preferences

### Module 3: Internal Analysis

- Assessing organizational strengths and weaknesses
- Analyzing resources and capabilities
- Evaluating financial performance

#### Module 4: Creating a Value Proposition

- Developing a unique value proposition
- Identifying target markets and customer segments
- Understanding customer value drivers

#### Module 5: Strategy Formulation and Implementation

- Developing a strategic plan
- Setting objectives and goals
- Implementing the plan and monitoring progress

#### Module 6: Evaluation and Control

- Measuring and evaluating performance
- Making adjustments and revisions to the strategy
- Continuous improvement and adaptation

#### **TRAINING PACK**

- Award of Certificate of Participation, on completion.
- Customized Training Materials
- Case Studies and Activities Stimulation
- interactive, experiential learning
- 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](mailto:training@successdrives.net) or SMS to 09167678828
3. Visit [www.successdrives.net](http://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