

Strategy Management for Business Leaders

Duration: 12 Half Days

Course Description:

To effectively compete and drive business profitability, companies must be agile and flexible to plan, formulate, and execute well-developed corporate business strategies that consider internal strengths and weaknesses, competitor threats, and market opportunities.

The Strategy Management for Business Leaders Online Program will develop your ability to innovate, formulate, and execute strategies that will gain a competitive advantage for your business. You will learn proven business models, frameworks, theories, and strategic tools through hands-on exercises, interactive lectures, and lively discussions of actual business cases.

By joining the program, you will build your cross-functional skills, as well as capabilities and know-how in developing and implementing corporate strategy across the company and develop a holistic plan for the future.

Course Objectives:

This interactive online program will enable you to learn the strategic framework that delivers desired business results and growth. You will be able to establish a structured approach to examine opportunities, challenges, and prospects of change in the business environment. You will gain fresh strategic insights that will help you drive company growth and profitability.

The different modules in the program will develop your strategic thinking, ability to execute plans with excellence, and your ability to lead the organization more effectively.

Target Audience:

- Business owners, general managers, business unit heads, functional managers, and other leaders responsible for driving strategic growth and business profitability
- Managers and professionals who need to expand their strategic thinking and understand and appreciate the dynamics of managing business recovery and growth in a competitive and volatile environment

Course Outlines:

MODULE A: Environmental Analysis

Expose participants to the importance of scanning and understanding the macroeconomics and its relationship to formulating strategy and setting business goals and direction.

MODULE B: Strategy Formulation and Implementation

Provide participants with a clearer understanding of the inter-relationships of the different business functions and how these shape corporate strategy and implementation.

MODULE C: Balanced Scorecard and Excellence in Execution

Equip the participants with tools to help them clarify strategy, articulate and communicate business priorities, monitor progress and measure performance.

MODULE D: Strategic Negotiation

Provide the participants with negotiation skills needed to manage and resolve conflicts with mutually beneficial results.

MODULE E: Filipino Branding as a Strategy

Enlighten and inspire participants to expand their creative capacity to do Filipino branding to their products/ services.

MODULE F: Business Leadership and Branding

Teach the participants ways on how to communicate their key differentiation as a leader taking into account their values and passion, and how these can be authentically seen and heard at work and beyond.

MODULE G: Online Business Simulation Game

Enable the participants to apply learning from the program through a virtual business simulation game that is interactive, risk-free and that mimics real environment.

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