

€ TRAINING

Business Strategy Essentials



13 - 17 October 2024
Cairo (Egypt)



Business Strategy Essentials

REF: ST2111 DATE: 13 - 17 October 2024 Venue: Cairo (Egypt) - Fee: 3520 Euro

Introduction:

This training program is designed to provide participants with a comprehensive understanding of the core principles of business strategy. It empowers them to develop and implement strategic plans that align with organizational goals and drive long-term success.

Program Objectives:

At the end of this program, participants will be able to:

- Understand the fundamental concepts of business strategy.
- Analyze internal and external environments to identify strategic opportunities.
- Develop strategic objectives and plans that align with organizational vision.
- Implement strategies effectively to achieve competitive advantage.
- Monitor and evaluate the success of strategic initiatives.

Targeted Audience:

- Business Managers and Leaders.
- Strategy Professionals.
- Entrepreneurs.
- Project Managers.
- Business Analysts.

Program Outline:

Unit 1:

Understanding Business Strategy:

- Introduction to business strategy concepts and frameworks.
- Importance of strategic planning in business success.
- Key components of a strategic plan.

- Overview of different types of business strategies growth, stability, retrenchment.
- Successful business strategies.

Unit 2:

Analyzing the Business Environment:

- Conducting SWOT Strengths, Weaknesses, Opportunities, Threats analysis.
- Understanding PESTEL Political, Economic, Social, Technological, Environmental, Legal factors.
- Competitive analysis and industry dynamics.
- Identifying key drivers of change in the external environment.
- Case studies on environmental analysis and strategic decision-making.

Unit 3:

Developing Strategic Objectives and Plans:

- Setting strategic objectives aligned with organizational vision and mission.
- Formulating actionable strategies to achieve objectives.
- Prioritizing strategic initiatives based on resources and impact.
- Balancing short-term goals with long-term strategic vision.
- Effective strategic planning processes.

Unit 4:

Implementing Business Strategies:

- Creating a roadmap for strategy implementation.
- Aligning resources and capabilities with strategic goals.
- Change management and overcoming resistance to strategic shifts.
- Engaging stakeholders in the strategic process.
- Best practices for successful strategy execution.

Unit 5:

Monitoring and Evaluating Strategic Success:

- Establishing key performance indicators KPIs for strategic initiatives.
- Techniques for monitoring and evaluating strategy effectiveness.
- Learning from successes and failures to refine strategy.
- Continuous improvement in strategic planning and execution.
- Case studies on monitoring and adapting business strategies.