

€ TRAINING

Certified Strategic Management Professional
SMP



4 - 8 November 2024
London (UK)



Certified Strategic Management Professional SMP

REF: ST2203 DATE: 4 - 8 November 2024 Venue: London (UK) - Fee: 5300 Euro

Introduction:

This program is designed to prepare participants for the certification exam only.

This training program delves into advanced concepts and methodologies in strategic management, providing participants with the knowledge and tools necessary for effective strategic planning and execution. It empowers them to apply strategic frameworks, drive organizational growth, and achieve sustainable success.

Program Objectives:

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

- Understand advanced strategic management concepts and frameworks.
- Develop and implement effective strategic plans aligned with organizational goals.
- Analyze and respond to internal and external factors influencing strategy.
- Enhance strategic decision-making through data-driven insights.
- Prepare for the Certified Strategic Management Professional SMP exam.

Targeted Audience:

- Senior Managers.
- Strategy Consultants.
- Business Analysts.
- Project Managers.
- Organizational Development Professionals.

Program Outline:

Unit 1:

Strategic Management Frameworks:

- Overview of Strategic Management Concepts.
- Key Strategic Management Frameworks and Models.

- Strategic Planning Process and Tools.
- Implementing Strategic Frameworks in Organizations.

Unit 2:

Strategic Planning and Execution:

- Developing a Strategic Plan: Steps and Best Practices.
- Aligning Strategy with Organizational Goals.
- Resource Allocation and Strategy Implementation.
- Monitoring and Evaluating Strategic Plans.
- Adjusting Strategies Based on Performance and Feedback.

Unit 3:

Strategic Analysis and Decision-Making:

- Analyzing Internal and External Environmental Factors.
- SWOT Analysis and Strategic Positioning.
- Competitive Analysis and Market Trends.
- Data-Driven Decision-Making Techniques.
- Strategic Risk Management and Mitigation.

Unit 4:

Strategy Execution and Performance Management:

- Effective Strategy Execution: Challenges and Solutions.
- Performance Management Systems and KPIs.
- Aligning Operations with Strategic Objectives.
- Enhancing Organizational Agility and Flexibility.
- Case Studies on Successful Strategy Execution.

Unit 5:



Certification Exam Preparation:

- Overview of the Certification Exam Structure.
- Key Topics and Areas of Focus for the Exam.
- Study Techniques and Exam Strategies.
- Sample Questions and Their Potential Answers.
- Resources and Materials for Effective Exam Preparation.

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