

# € TRAINING

The Strategy Challenge



10 - 21 February 2025  
Bangkok (Thailand)



# The Strategy Challenge

REF: ST87 DATE: 10 - 21 February 2025 Venue: Bangkok (Thailand) - Fee: 11835 Euro

## Introduction:

This training program is designed to deepen participants' understanding of strategic management principles and their application in tackling complex business environments. It enhances skills in strategic analysis, planning, and execution, with a focus on building sustainable competitive advantages.

## Program Objectives:

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

- Analyze complex business environments to identify strategic challenges.
- Formulate strategies that align with organizational objectives and market dynamics.
- Implement strategies effectively, ensuring organizational alignment and goal achievement.
- Evaluate and refine strategic approaches to enhance future responsiveness.
- Lead strategic initiatives that foster organizational growth and competitive positioning.

## Targeted Audience:

- Senior executives and strategic leaders.
- Managers responsible for strategy formulation and implementation.
- Business analysts and consultants.
- Entrepreneurs seeking to navigate competitive markets.
- Professionals involved in organizational change and development.

## Program Outline:

### Unit 1:

#### Strategic Analysis Techniques:

- Identifying key factors that influence strategic decision-making.
- Analyzing industry trends and competitive behavior.
- Assessing internal capabilities and resources.

- Evaluating strategic options to identify optimal paths.
- Utilizing analytical tools to support strategic decisions.

## Unit 2:

### Principles of Strategy Formulation:

- Defining mission, vision, and strategic objectives.
- Developing strategies that leverage organizational strengths.
- Aligning strategies with external opportunities.
- Establishing strategic priorities for resource allocation.
- Ensuring strategies are flexible to adapt to market changes.

## Unit 3:

### Effective Strategy Implementation:

- Translating strategy into operational plans.
- Structuring organizations to support strategic objectives.
- Managing resources to ensure strategic initiatives are prioritized.
- Monitoring implementation progress and addressing deviations.
- Maintaining strategic focus throughout execution phases.

## Unit 4:

### Leadership in Strategic Management:

- Role of leadership in driving strategic success.
- Cultivating a strategic mindset across the organization.
- Engaging and aligning team members with strategic goals.
- Developing leadership capabilities to manage strategic challenges.
- Enhancing decision-making skills for strategic leaders.

## Unit 5:

## Strategic Innovation Management:

- Integrating innovation into strategic management processes.
- Encouraging innovative thinking within strategic planning.
- Managing innovation projects to align with strategic goals.
- Balancing innovation risks with potential strategic gains.
- Sustaining innovation through continuous strategic alignment.

## Unit 6:

### Global Strategy Considerations:

- Adapting strategies for international markets.
- Managing global operational and strategic risks.
- Leveraging global trends and opportunities.
- Coordinating strategies across diverse markets.
- Aligning global operations with local market conditions.

## Unit 7:

### Strategic Risk Management:

- Identifying and assessing potential strategic risks.
- Developing risk mitigation strategies.
- Integrating risk management into the strategic planning process.
- Enhancing organizational resilience through strategic risk management.
- Continuous monitoring and adjustment of risk management strategies.

## Unit 8:

### Strategic Financial Management:

- Linking financial management with strategic objectives.
- Planning financial requirements to support strategic initiatives.
- Managing financial performance to enhance strategic outcomes.

- Optimizing capital structure to support strategic growth.
- Ensuring financial policies align with strategic goals.

## Unit 9:

### Corporate Governance and Strategy:

- Understanding the impact of governance on strategic decisions.
- Ensuring compliance with regulatory and ethical standards.
- Balancing stakeholder interests with strategic objectives.
- Enhancing transparency and accountability in strategic management.
- Strengthening governance structures to support strategic direction.

## Unit 10:

### Measuring and Evaluating Strategic Performance:

- Establishing key performance indicators for strategic success.
- Approaches for Implementing performance measurement systems.
- Analyzing performance data to inform strategic adjustments.
- Utilizing feedback for continuous strategic improvement.
- Aligning performance management with strategic planning.