Business Strategy Essentials Course

Venue Information

Venue: London UK

Place:

Start Date: 2026-11-24

End Date: 2026-11-28

Course Details

Net Fee: £4750.00

Duration: 1 Week

Category ID: MAL

Course Code: MAL-1

Syllabus

Course Syllabus

Introduction

This course will provide high caliber staff, team leaders and professionals with the knowledge and skills to contribute to strategy formulation and implementation. Delegates will acquire strategic awareness and learn how this impacts operational activities. Learn to use planning tools and techniques and when to apply them. Become more self-aware of the leadership styles and preferences and reflect on the impact on implementation of strategies and plans. The ability to communicate and delegate will affect staff engagement and consequently the success of your plans.

objectives

This is an action-packed workshop that will enable you to develop hands-on skills to take back to your workplace.

Participants will learn how to:

- Formulate objectives for your team and staff which align with organisational aims
- Recognize how your leadership style impacts peer and subordinate relationships

The Course Content

Day One

Is Strategic Thinking Relevant to all managers?

- Is strategy an art or a science?
- How to think strategically
- The roles of managers and stakeholders in strategy development
- Does strategy equate to innovation?
- How operational and middle managers contribute

Day Two

Turning Strategies into Plans

- Vision, Mission and Objective setting
- Aligning people and objectives
- Tools & Techniques for planning
- Planning for the unexpected
- Roles, responsibilities and accountability

Day Three

The Leadership Role in implementing Strategies

- If strategies and plans requires change, how do people respond?
- Your leadership style(s)
- The role of leaders in questioning and listening
- How to implement strategies and plans:
    - Motivation
    - Delegation
    - Managing performance

Day Four

Effects of Power on Strategic success

- Organisational rituals and routines
- What is Power and how is it displayed?

Day Five

Why a Strategic Outlook supports Career Progression

- Evolving strategy in 21st Century Organisations
- More traditional strategy development: Kotter's Eight Stage model
- Key management skills needed for career progression
- Personal Leadership Development Plans