

Workshop Summary

Every business, whatever its size, must have a clear strategy to deal with the very volatile market place, where competition and the pace of change are ever present pressures.

Problems arise when managers are too involved at the tactical and operational level and allow little time for thinking how to move the business forward. The result is that their business lacks vision and direction and the competitive edge that will keep it one step ahead of their rivals.

Therefore the ability to plan long-term whilst maximising performance is a **must** for managers, and **strategic thinking** will help them map out a route to success and build analytical and team planning skills.

Who should attend

This workshop is designed for those who make or have an input into strategic decisions and wish to develop their expertise in dealing with issues of major relevance to their businesses future well being.

Benefits to You and Your Organisation

By the end of the Workshop, participants will be able to:

- Define the difference between operational and strategic planning
- Understand the components of strategy
- Review alternative business strategies
- Analyse their own business's strategic position
- Create a strategic plan for their business
- Implement a coherent strategy that leads to success
- Evaluate their strategic thinking

This workshop has been Endorsed by the Institute of Leadership & Management. If you would like to register for an ILM certificate of attendance, please enquire for further details.

Workshop Contents

- Defining strategy
- Examining the process
- Short-term, long-term thinking
- Customer imperatives
- Identifying stakeholders
- Setting strategic boundaries
- Communication issues
- Making changes stick
- Performance review
- Tools of strategic thinking
- Creative thinking
- Contingency planning
- Evaluating strategies
- Complete a situation, decision and opportunity analysis

Any of our Workshops can be tailored and delivered In-Company. Contact us for more details.

Dates On Application

Fee On Application

'Please note the above Workshop requires minimum attendance numbers'

