

# Strategic Management Course

## Develop practical strategies in challenging environments

*"Every business leader would like to create a sound strategy and have it executed well; however, accomplishing this remains and elusive goal for most business organisations".*

Chifley Business School

*"Strategy is a style of thinking, a conscious and deliberate process, an intensive implementation system, the science of insuring future success."*

Pete Johnson

### Course Overview

Formulate, execute and monitor organizational strategies using proven approaches. Develop sustainable vision, mission and measurable goals with an aligned implementation framework.

Participants apply models and tools to their own situations (organisations, business units) through a range of interactive activities.

### Who should attend?

Senior managers, directors, business unit managers, line managers, consultants, program managers, Senior Account Managers, Planners, Marketing Managers.

### Course Duration

- Typically: one or two days.
- Customised: two or more days. (eg including portfolio management and program management)

### Course Outcomes

*On completion of this course you should be able to:*

- Develop strategy in complex, fast-changing and uncertain environments
- Apply proven models and tools to the development of practical strategies informed by examples and case studies
- Shape business objectives
- Avoid common pitfalls ranging from the absence of strategic thinking to unsupported unrealistic strategies.
- Formulate strategic plans to advance and grow your organization

See course outline overleaf

### Leader's profile

Alan Schwartz MIMC CMC, MPD, MAIPM, MPM, Grad. Cert. Mgt. & HRD, Adv. Dip. Bus. Mgt, Cert IV Workplace Assess & Training has 25 years experience in directing, managing, consulting, educating, training and assessing for over 100 public, private and non-profit client organisations. Qualifications / Certifications include:

- Certified Management Consultant (CMC)
- Institute of Management Consultants Chief CMC Accreditation Assessor
- Endorsed Australian Institute of Project Management (AIPM) course provider
- Approved Australian Institute of Project Management Assessor for:
  - Project Managed Organisation (organisational capability) accreditation
  - RegPM professional certification



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# Strategic Management Course Outline

## **Session One - Overview & definitions**

- What is strategy?
- Strategic thinking, strategic management & strategic planning
- Barriers to strategic planning
- Strategic planning framework
- Strategic purpose - Vision, Mission, Values

## **Session Two - Analysing the external environment & industry positioning:**

- Scenario planning
- PESTLE analysis
- Porter's Five Forces
- Competitive advantage

## **Session Three - Internal analysis – determining organisational capability:**

- Sustainable competitive advantage
- Value chain analysis
- Core organisational competencies
- Strategic gap analysis

## **Session Four - Strategic objectives & options:**

- Framing objectives
- Strength, weaknesses, opportunities and threats
- Key Performance Indicators
- Corporate strategy matrix
- Boston Consulting Group matrix
- Option development and evaluation

## **Session five - The strategic plan and implementation – from planning to reality:**

- Development of the strategic plan
- Assessing strategic performance
- Balanced scorecard
- Stakeholder engagement
- Program & project planning
- McKinsey 7-S Framework
- Managing change