

Getting to Grips with Business Strategy

Three Day Course.

Getting the strategy right in any organisation is a significant challenge; even understanding the difference between strategic matters and day to day decision making is often difficult for many managers in current organisations. The “rush to be busy” and the pressures of “business as usual” often result in organisations losing their way in a constantly changing business environment. If you want to be successful in any business it is essential that you clearly understand what your capabilities are and how the outside world demands that you to respond to a changing world. To try and build and develop a business without a well thought through strategic plan is a recipe for: confusion, change fatigue and wasted investment.

This training event gives a comprehensive step by step training programme in business strategy planning which provides a good foundation for further development in business architecture and change management.

This event will examine many of the current techniques and approaches used by leading organisations in strategy development and how to apply them in a practical way. On completing the course delegates will be able to examine their organisation assess its external pressures, and choose an appropriate strategy for informing business change.



*“He who
Knows when
he can fight
and when he
cannot, will be
victorious “*

Sun Tzu

*“Our strategy is to
increase our web
offering “*

This is not a strategy it
is just a tactical
response to a
potentially short term
need.

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Content Overview:

- Explores the development of objectives and formulation of strategy through developing objectives.
- Looks at how to explore the external environment and apply the results to forming the strategy. This includes discussions on globalisation and the forces of labour and resource arbitrage. Including the use of PESTLE.
- Examines the process of internal analysis and developing an understanding of the organisations capabilities and short comings, its current outputs and its approach to existing value chains
- Discusses strategic positioning including the use of techniques:including Porter's 5 forces, SWOT, value chain analysis, BCM, scenario planning and others.
- Explores the use of bench marking and capability maturity models.
- Describes and analyses the use of a planning framework and how this should be integrated within the clients organisation.
- Describes the process of strategy evaluation and selection and the choices available including topics like horizontal/ vertical integration in mergers and acquisitions.
- Explores the issues of communicating strategy and interfacing with the discipline of business architecture and implementing a programme of business change.

On completion the delegates will:

- Understand the process of strategic planning.
- Be able to formulate a new strategy.
- Understand the approaches to strategy evaluation and selection.
- Understand the linkages with business design, enterprise architecture and the implementation of a chosen strategy.
- Understand the differences between tactical and strategic planning and learning to deal with the cultural tensions between strategy development and business as usual,
- Have a good grounding to develop skills in business architecture and business change.

Who should attend:

- Managers who are about to, or who have just taken, a position that requires them to consider the organisations strategy.
- Experienced operational business people from business functions that traditionally do not have a background in business studies or business administration.

- Those that do not have the time to commit to undertaking a full programme in higher education e.g. MBA but wish to understand how business strategy is considered evaluated and formed.
- Business change leaders who wish to expand their practical implementation skills to embrace the drivers for change.
- Entrepreneurs or owners of small/medium sized businesses who wish to explore growing their business.
- Graduates on graduate trainee programmes who wish to get a foundation in business strategy.
- Technologists who wish to see how technology is part of the strategic mix.

What this course is not about:

- How to implement strategy we cover implementation in other training programmes.
 - The development of enterprise/business architecture or business design.*
 - The development of Target Operating Models.*
 - Programme or Project Management.

**This is covered in our "Business Architecture An Approach for Effective Business Design" programme.*

Expectations of Delegates:

This course is deliberately designed to give a formal grounding in Business Strategy. It has been loosely mapped to similar units in Higher National Diploma and Foundation degrees i.e. #NQF level 4/5 and is presented at that level.

The course does not lead to credits or exemptions from units at HND/HNC but does present the information/material required to sit those modules and their respective assignments elsewhere.

Delegates should expect to engage in group discussions and apply their own business experiences and to contribute to the group as a whole in bringing business strategy alive in their own terms and own industries..

Expect to be challenged and to develop a different perspective on what you and your organisation does to day both functionally and culturally.

#National Qualification Framework (UK).

