

Advanced Strategic Thinking

In an increasingly uncertain and complex business world, why do some organisations fail while others succeed? How do you create a strategy that aligns with your competencies and culture? How do you sustain a competitive advantage?

The Advanced Strategic Thinking course aims to help you answer the above questions by boosting your strategic thinking skills. The training programme provides a strategic framework through which your organisational strategy can be integrated and implemented for sustainable strategic success.

Overview

By attending the Advanced Strategic Thinking course you'll be sure to achieve a tangible business impact. As a delegate, you are encouraged to bring a strategic challenge your organisation is currently facing to the programme.

Through a blend of contemporary theory, strategic analysis, peer-to-peer discussions, case analysis and practical application, you will apply your new skills to this challenge and leave with an action plan for change.

The content of this strategic thinking skills course is as follows:

- Strategic positioning
- Industry structure and analysis
- Strategic capabilities
- Business model development
- Value creation
- Organisational culture and strategy
- Strategic choices
- International strategy
- Innovation and entrepreneurship
- Mergers, acquisitions and alliances
- Strategy implementation
- Managing change

Delegates and Agenda

You will benefit from attending Advanced Strategic Thinking if you are moving into a significant leadership position and facing the challenge of developing executing strategies in complex environments.

This strategic thinking course has been designed for mid-to-senior executives and managers who are responsible for strategic planning, general management, or acquisitions. Managers of marketing, operations or other functional areas who aspire to take on strategy-focused responsibilities will also benefit from the course.

Learning Outcomes

On completion of Advanced Strategic Thinking you'll benefit from the following skills:

- How to develop organisational strategies to create competitive advantage and value creation
- How to engage in business model innovation
- How to navigate the dynamics of increasingly unpredictable value chains
- Ability to understand the ways in which the environment impacts organisations and have an awareness of the various external environmental factors that influence strategy
- Ability to understand the impact of organisational resources and capabilities on strategy and organisational success
- Learn how to avoid strategic mistakes

If you are interested in learning more about this Advanced Strategic Thinking course or other courses available, please contact us on 0845 431 0433 or cpd@salford.ac.uk