



The Advanced Business Strategist

► Upcoming Sessions

22-26 Apr 2024	Madrid - Spain	\$6,250
08-12 Jul 2024	Dubai - UAE	\$6,250
12-16 Aug 2024	Dubai - UAE	\$6,250
30 Sep-04 Oct 2024	Dubai - UAE	\$6,250
14-18 Oct 2024	London - UK	\$6,250
13-17 Jan 2025	London - UK	\$6,250
17-21 Feb 2025	London - UK	\$6,250

► Training Details

Training Course Overview

Senior managers and directors come from varied backgrounds: including technical, commercial, financial. All need sound strategic management skills to make the big decisions for the future direction of their organisation. This Anderson training course offers senior managers the opportunity to learn or update their knowledge of strategic tools & techniques needed for innovating, strategizing and strategic planning. It recognises the challenges of making difficult decisions in a fast changing and unpredictable global scenario. The development and implementation of strategy is synonymous with the introduction of change. The training course therefore addresses the importance of leadership capabilities in formulating strategies as well as communicating and implementing change in the organisation: speaking to the hearts and minds of employees.

Training Course Objectives

By attending this Anderson training course, delegates will be able to:

- Select appropriate tools for reviewing business and economic context for your business
- Apply tools and techniques for strategy development, recognising that the order and approach affects decision making
- Learn about innovative and incremental strategy development
- Consider the impact of culture on strategy implementation and review effectiveness of current approaches
- Develop your leadership capabilities to inspire, motivate and engage with all employees

Designed For

This Anderson training course is designed for individuals who currently hold or aspire to hold middle and senior management positions and wish to sharpen their analytical skills as well as enhance their ability to communicate effectively to gain commitment to achieving business

results. They will be responsible for contributing to the development of corporate strategies and objectives as well as their communication and implementation. They include:

- ▶ Directors and senior managers
- ▶ Team Leaders
- ▶ Corporate strategy, HR and other functional managers
- ▶ Heads of Division
- ▶ Heads of Department

▶ Training Details

Day One: The Strategizing Process

- ▶ Why strategize: 21st century changes and challenges?
- ▶ Psychological aspects of decision making
- ▶ Strategic thinking – who, how, when & why
- ▶ Examples of strategy success and failure
- ▶ The functions and capabilities of a strategic manager
- ▶ Culture and strategic choices

Day Two: The Strategic Process

- ▶ Impact of external change: competitive positioning, technology, regulation
- ▶ Innovation: Blue v Red Ocean strategies
- ▶ The strategy hierarchy
- ▶ Realising the strategies: making them happen
- ▶ Recognising & reacting to disruptive competition
- ▶ Competitive positioning

Day Three: Strategic Management Skills

- ▶ Leadership theories & styles
- ▶ Attributes of successful leaders
- ▶ Strategic skills: traits or contextual
- ▶ Visioning, communicating & framing
- ▶ Team and organisation perspectives on implementing strategies
- ▶ Leading others through the strategic process

Day Four: Managing the Culture

- ▶ The significance of corporate culture
- ▶ Facets of culture: the cultural web
- ▶ The Leaders role in establishing the culture
- ▶ Managing in a multi-cultural corporation
- ▶ Impact of culture on strategy roll out
- ▶ Challenges of mergers & acquisitions

Day Five: Tactics and Plans

- ▶ Employing tactics to achieve objectives
- ▶ What type of plan?
- ▶ Owning and implementing plans
- ▶ Strategic execution: budgeting, forecasting & adjusting to reality
- ▶ Aligning corporate to individual objectives
- ▶ A culture of learning

▶ The Certificate

- ▶ Anderson Certificate of Completion will be provided to delegates who attend and complete the course
- ▶ **Anderson Professional Certification (APC)®** Certificate will be provided to delegates who successfully completes and pass the APC assessment

▶ INFO & IN-HOUSE SOLUTION

For more information about this course, call or email us at:

Call us: +971 4 365 8363

Email: info@anderson.ae

Request for a Tailor-made training and educational experience for your organization now:

Email: inhouse@anderson.ae

Anderson
Executive Development Centre

P.O Box 74589, Dubai, United Arab Emirates

Web: www.anderson.ae

Email: info@anderson.ae

Phone: +971 4 365 8363

Fax: +971 4 360 4759

©2024. Material published by Anderson shown here is copyrighted.

All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.