



Certificate in Strategic Enterprise Analysis & Consulting Skills

Charting and Navigating a New Direction

► Upcoming Sessions

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| 01-05 Jul 2024 | Istanbul - Turkey | \$5,950 |
| 09-13 Sep 2024 | Madrid - Spain | \$5,950 |
| 04-08 Nov 2024 | Krakow - Poland | \$5,950 |
| 27-31 Jan 2025 | London - UK | \$5,950 |

► Training Details

Training Course Overview

Do you face the challenge of having to create tomorrow's organization out of today's organization against a background of rapid change – in markets, technology, business processes and risky business conditions?

The 5-day Anderson training course "Certificate in Strategic Enterprise Analysis and Consulting Skills" has been specially designed to develop a new type of manager in the critical competences of business analysis and effective consultancy in priority activities that will enable an organization to achieve, sustain and enhance competitive advantage and profitable growth. This is both an intensive introduction to leading-edge techniques of business analysis and also an updating mechanism for advancing the practical skills that are required in strategic consultancy – either as an internal specialist within your current organization or as an external consultant. This highly participative training course will greatly advance your personal development in these two key aspects of managerial activity.

Training Course Objectives

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

- Analyse the future potential of your organisation's current business
- Identify and evaluate opportunities for profitable growth
- Build strategic planning teams and produce plans that get implemented
- Motivate and engage colleagues or clients to gain their commitment and support
- Introduce and lead the implementation of innovative strategic plans

Designed For

This Anderson training course is suitable to a wide range of professionals but will greatly benefit:

- Strategic planners who wish to learn leading-edge tools and techniques
- Marketing specialists who now need to take a broader view of the business
- Operations managers who have an interest in a general management role
- Experienced finance specialists and investment analysts
- Human resource managers responsible for introducing change

- ▶ Scientific and technical specialists interested in strategic planning
- ▶ Supply chain, logistics and business process managers
- ▶ High-potential staff who need a rapid introduction to strategic management

▶ Training Details

Day One: Theme - Strategic Enterprise Analysis (1)

- ▶ What is strategic management and why is it important?
- ▶ The main tools and techniques of strategic analysis
- ▶ Analysis of the business environment
- ▶ Identifying the main structural forces in a business
- ▶ Linkage and alignment of strategic with operational management
- ▶ Case study to develop the above topics

Day Two: Theme - Strategic Enterprise Analysis (2)

- ▶ Assessing the attractiveness of our chosen business activity
- ▶ Projecting the main development trends
- ▶ Evaluating our performance in our chosen business activity
- ▶ Planning in balance with our line of sight
- ▶ Designing and implementing a strategic plan for profitable growth
- ▶ Case example or case study on the above topics

Day Three: Theme - Developing Consulting Skills (1)

- ▶ Defining the role and relationship with an internal or external client
- ▶ Scoping a project - the start of a relationship
- ▶ Proposing and negotiating a consulting contract
- ▶ Selecting internal and external members of the team
- ▶ Managing client expectations
- ▶ Case example or case study

Day Four: Theme - Developing Consulting Skills (2)

- ▶ Achieving a successful project launch
- ▶ Managing and controlling a consulting project
- ▶ Coping with variance and divergence in implementing the project
- ▶ Dealing with internal and external project management problems
- ▶ Effective reporting and presentation
- ▶ Case example or case study

Day Five: Theme - Consulting Activities that Get Results

- ▶ The importance of team balance - internal and external
- ▶ Ensuring effective knowledge transfer to the client
- ▶ Case example for discussion - a problem project
- ▶ Case example for discussion - a successful project
- ▶ Impact evaluation of projects in analysis and consulting
- ▶ Personal action plan to develop enterprise analysis and consulting skills

▶ The Certificate

Anderson Certificate of Completion will be provided to delegates who attend and complete the course

▶ 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:

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