



The Advanced Business Strategist

► Upcoming Sessions

24-28 Jun 2024	Online	\$3,950
21-25 Oct 2024	Online	\$3,950

► Training Details

Online 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 online 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.

Online Training Course Objectives

By attending this Anderson online 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 online 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

Online Training Course Outline

A large body of knowledge and expertise now exists in the field of strategy, strategic planning, and strategy implementation. The following topics have been chosen for inclusion in this training course:

- ▶ Learn how to generate strategic options for the business and the factors influencing decision making processes
- ▶ Develop the capabilities of a strategic manager
- ▶ Understand that business strategy is relative to either a crowded competitive environment or a high risk and innovative new concept
- ▶ Understand the importance of analysing the competitive position today and anticipating the future possibilities
- ▶ Develop communications skills to gain the commitment of staff at all levels in the business
- ▶ Prepare focused and clear Vision, Mission and Values statements, with meaning and relevance
- ▶ Understand different cultural perspectives and how they enable or discourage individuals from embracing the organisation's aims and objectives
- ▶ Develop strategies for aligning the interests of all stakeholders towards common aims
- ▶ Understand the importance strategizing and thinking in preparing strategic and operational plans
- ▶ Review the effectiveness of planning processes in your organisation, including budget setting and forecasting

▶ 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.