

Developing and Implementing Strategy

Course Code

SSBS175

Duration

1 Day

Format

Classroom | Classroom/Virtual | Virtual

Overview

Research shows that 9 out of 10 strategies fail, often through poor execution. This programme has been designed to introduce attendees to tools and techniques they can use to identify and develop strategies for their organisations and plan for change.

Objectives

On completion of this course attendees will be equipped with the tools necessary to plan, develop and implement strategy .

Content

Initial assessment

- Your organisation, its customers and the market place
- Porter's 5 forces
- Stakeholder analysis
- PESTLE
- SWOT

Defining your value proposition and market strategy

- Developing, articulating and cascading strategy
- Current future state analysis – McKinseys 7 S Framework

Strategy formulation/implementation/monitoring

- Translating strategy into action
- Developing strategic plans
- Defining results and associated actions
- Monitor progress

Who Should Attend

This programme is designed for managers and business owners who wish to gain an understanding of how to develop and implement strategy in their organisations.

Prerequisites

There are no prerequisites for this course.