

professional development portfolio

Business Strategy

Thinking about strategy is an opportunity to be creative, to understand a business and its environment better, to pull together employee knowledge and to begin a learning process. It also offers a business a chance to change things.

An effective strategic plan stimulates surges in change, direction and performance, whether the pressure for change comes from internal options and knowledge or from outside a business.

As a manager you need to know about strategy in order to contribute to the process of deciding what the organisation is trying to achieve and how it will do so; to communicate strategy to your team and make it meaningful in the context of their work in the form of team and personal objectives.

Business Strategy enables the learner to:

- Understand the common tools and techniques used to inform strategy and put these into practice
- Use strategic thinking to gain competitive advantage
- Measure the success of strategic plans and use the knowledge gained to drive the business forward
- Communicate strategy clearly so that all stakeholders buy into it
- Translate goals into effective objectives for the individual, team or company



Learning outcomes

Strategic thinking

- Why do we need to think strategically?
- How are strategic plans created?
- How do we gain competitive advantage?
- How do we measure success?

Understanding your position

- What is market structure?
- How does market structure affect business strategy?
- What is forecasting?
- What tools and techniques are used?

Creating strategy

- What is strategic choice?
- How do we generate strategic options?
- How do we evaluate strategic options?
- What does a strategic plan cover?

Implementing strategy

- How can we communicate a strategy?
- What do we do with a strategic plan?
- How do we ensure a strategy is successful?

Target audience

This course is designed to appeal to managers, working in a strategic function or looking to make the next move in their career.

New managers will find that the course will help them understand business strategy and how to create and implement effective strategies.

More experienced or senior managers will value the opportunity to spend time reviewing their approach to strategy and learning new techniques.

Duration: 3 hours

Additional services

Tailoring: ensure this course is relevant and engaging by tailoring it to the needs of your professional community or company.

See also: *Manager's Starter PAC, Managing High Performing Teams, Managing from within the Team, Employment Law, Leadership Skills, Problem Solving.*