



# Business Strategy



## Description

Do you think today that you are ready for tomorrow? What heights will your company reach? This course will help you to answer these questions. You will be in a position to develop strategies and plans that can serve as guiding lights for all tactical action.

## Target audience

All company managers.

## Course plan

### Day 1

- The importance of [change](#);
- Strategy and its use;
- The importance of the mission;
- Company vs. Mission vs. Vision;
- Strategy and leadership;
- The corporation and its types of diversification;
- Strategy level;
- The company and the strategic system;
- Key dimensions in determining the number of companies within the corporation
- Organizational structure and culture;
- The measure of the organization;
- Organizational configurations.
- Strategic analysis, internal and external SWOT views.

### Day 2

- Principles of market definition;
- Differentiating between the product and needs breakdown;

- The various market strategies;
- Scope strategies;
- Analysis of strategic activity areas;
- The McKinsey matrix;
- The 5 drivers of [business strategy](#);
- Strategy tools.

## **Objectives**

- Develop the corporate vision;
- Acquire the knowledge required to perform a business analysis;
- Adopt a methodology to develop global and regional strategies;
- Learn how to build decision-making models in accordance with the selected strategies.

This course relies heavily on class participation: many scenarios, as well as time scheduled for discussion and exchange, ensure better assimilation and mastery of the tools and concepts and enable participants to learn from each other's experiences.

## **Duration**

2 days.