



Future-Oriented Training and Consulting

STRATEGIC MANAGEMENT PROGRAM

Strategic Management & Organizational Leadership

Equipping leaders to set direction, align resources, and drive sustained organizational performance.

Strategic Analysis Frameworks Proven tools to assess markets, competition, and internal capability.	Executive Case Studies Real-world scenarios and simulations that sharpen strategic judgment.
Organizational Alignment Aligns structure, culture, and resources with long-term goals.	Actionable Strategic Plans Delivers a validated strategic plan participants can implement.

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Program Overview

This program develops the analytical and leadership capabilities needed to set direction and drive organizational performance.

Through case studies, executive discussions, simulations, and strategic planning exercises, participants will craft and validate a strategic plan that aligns organizational structure, culture, and resources with long-term goals.

Program Objectives

- **Sharpen Strategic Thinking:** Analyze markets, competitors, and internal capabilities to inform decisions.
- **Craft a Validated Strategic Plan:** Develop a strategic plan aligned with long-term organizational goals.
- **Align Structure and Culture:** Ensure organizational design and culture reinforce strategic direction.
- **Strengthen Executive Judgment:** Build the confidence and insight needed to lead strategic change.
- **Drive Organizational Performance:** Translate strategy into measurable results and accountability.
- **Lead with Strategic Vision:** Set direction and inspire teams toward long-term goals.

Target Audience

This program is designed for professionals responsible for shaping and executing organizational strategy, including:

- **Senior Executives & Directors** setting organizational direction and priorities.
- **Business Unit Leaders** translating strategy into operational plans.
- **Strategy & Planning Managers** leading strategic planning processes.
- **General Managers** overseeing performance across functions.
- **Department Heads** aligning teams with organizational goals.
- **High-Potential Managers** preparing for broader leadership responsibility.
- **Entrepreneurs & Business Owners** positioning their organizations for long-term growth.

Program Impact

Participants will leave this program with sharper strategic judgment and a validated plan ready for implementation. Graduates will return to their organizations equipped to align structure, culture, and resources with long-term goals and lead with greater confidence and impact.

Program Outline

MODULE 1: Foundations of Strategic Management

- Core concepts and evolution of strategic management
- Understanding vision, mission, and strategic intent
- The strategy process: formulation, execution, and evaluation
- Linking strategy to organizational performance
- Common pitfalls in strategic planning

MODULE 2: Analyzing the Strategic Environment

- External environment analysis: PESTEL and industry forces
- Competitive positioning and market analysis
- Internal capability and resource assessment
- SWOT analysis for strategic decision-making
- Identifying sources of sustainable competitive advantage

MODULE 3: Formulating Strategic Direction

- Setting long-term goals and strategic priorities
- Business-level and corporate-level strategy choices
- Growth, differentiation, and diversification strategies
- Scenario planning and strategic decision-making under uncertainty

MODULE 4: Aligning Organizational Structure and Culture

- Designing structures that support strategic execution
- Shaping culture to reinforce strategic priorities
- Managing resistance and enabling organizational change
- Allocating resources to strategic priorities
- Governance and decision rights in strategy execution

MODULE 5: Leading Strategy Execution and Performance

- Translating strategy into actionable plans and metrics
- Leading cross-functional execution and accountability
- Monitoring performance with strategic KPIs and dashboards
- Sustaining strategic agility in a changing environment