



Consulting and Training | Reach New Heights

Course Name

Advanced Strategy Management

Sector Name

Management And Leadership

Document Type

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Advanced Strategy Management

Course Introduction

Advanced Strategy Management equips leaders and professionals with the tools, frameworks, and insights required to develop, execute, and sustain competitive strategies in dynamic business environments. The course focuses on integrating analytical, operational, and strategic thinking to drive organizational growth, innovation, and long-term success. Participants will learn to align strategic objectives with operational plans while navigating complex challenges and uncertainties.

This program emphasizes practical application, combining case studies, real-world examples, and interactive exercises. Participants will explore strategy formulation, implementation, performance measurement, and strategic agility, enabling them to make informed decisions that enhance organizational performance and resilience.

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Target Audience

- ✓ Senior Executives and C-Suite Leaders
- ✓ Corporate Strategy Managers
- ✓ Strategic Planning Managers
- ✓ Business Planning Professionals

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Learning Objectives

- ✓ Understand advanced concepts and frameworks in strategy management.
- ✓ Analyze internal and external environments to identify strategic opportunities and threats.
- ✓ Develop and implement actionable strategies aligned with organizational goals.
- ✓ Measure and evaluate strategic performance using key metrics and tools.
- ✓ Enhance organizational agility and adaptability in a changing business landscape.

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Course Outline

✓ DAY 01

Strategic Analysis and Environmental Scanning

- ✓ Overview of strategy management principles and models
- ✓ Internal analysis: resources, capabilities, and core competencies
- ✓ External analysis: industry, competition, and market trends
- ✓ SWOT, PESTEL, and Porter's Five Forces frameworks
- ✓ Identifying strategic opportunities and potential risks

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Course Outline

✓ Day 02

Strategy Formulation and Choice

- ✓ Vision, mission, and organizational objectives alignment
- ✓ Corporate, business, and functional-level strategy formulation
- ✓ Evaluating strategic options and trade-offs
- ✓ Risk assessment and scenario planning
- ✓ Decision-making frameworks for strategy selection

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Course Outline

✓ Day 03

Strategy Implementation and Execution

- ✓ Translating strategy into operational plans and initiatives
- ✓ Resource allocation and capability building
- ✓ Organizational alignment and stakeholder engagement
- ✓ Monitoring implementation progress and resolving challenges
- ✓ Change management strategies for successful execution

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Course Outline

✓ Day 04

Strategic Performance Measurement and Evaluation

- ✓ Key performance indicators (KPIs) and balanced scorecards
- ✓ Monitoring and evaluating strategic initiatives
- ✓ Gap analysis and corrective action planning
- ✓ Benchmarking against industry best practices
- ✓ Reporting and communicating strategic outcomes

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Course Outline

✓ Day 05

Strategic Agility and Continuous Improvement

- ✓ Building organizational resilience and adaptability
- ✓ Fostering a culture of innovation and strategic thinking
- ✓ Scenario-based strategy adjustments and stress testing
- ✓ Lessons learned from strategic successes and failures
- ✓ Continuous improvement and long-term strategic sustainability

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 2, 2027	May 6, 2027	5 days	4250.00 \$	KSA , Riyadh
Oct. 11, 2027	Oct. 15, 2027	5 days	2150.00 \$	Virtual , Online
April 5, 2027	April 9, 2027	5 days	4250.00 \$	UAE , Dubai
Aug. 29, 2027	Sept. 2, 2027	5 days	4250.00 \$	Egypt , Cairo

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