



Consulting and Training | Reach New Heights

Course Name

Business Strategy Construction

Sector Name

Management And Leadership

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Business Strategy Construction

Course Introduction

Constructing a business strategy is a multifaceted, intricate, and rigorous undertaking crucial for an organization's continuous success in a dynamic and unpredictable economic landscape. Flexibility, adaptability, and ongoing monitoring are imperative for ensuring the viability of strategies in the long term.

This course aims to provide participants with the essential concepts and principles of business strategy construction and its pivotal role in organizational survival and expansion, underscoring the significance of aligning strategic advantages with the prevailing business environment.

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Target Audience

This course is intended for mid to senior-level managers, strategic planners, and professionals seeking to enhance their skills in business strategy construction and implementation to drive organizational success.

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Learning Objectives

- ✓ Develop a comprehensive understanding of the building blocks of strategy, including VMOST and stakeholder analysis, and the analysis of external threats, opportunities, internal resources, capabilities, and practices.
- ✓ Gain proficiency in strategy formulation, alignment, and identification of Key Success Factors (KSF) and Key Performance Indicators (KPI) to establish organizational direction and operational strategies.
- ✓ Acquire skills in strategy implementation through the development of strategic leadership teams, articulation of strategies, and creation of strategic action plans, while discerning between reactive and proactive approaches.
- ✓ Learn effective monitoring and measurement techniques for strategic projects and initiatives, including the development of monitoring and review systems and the measurement of operational performance and strategy alignment.
- ✓ Explore strategies for achieving strategic sustainability, including the implementation of the "three pillars of sustainability," tactics for maintaining a competitive advantage, and the utilization of innovation and creativity to address future challenges.

Business Strategy Construction

Course Outline

✓ **01 Day One**

Building blocks of strategy

- ✓ VMOST and stakeholder analysis
- ✓ Analysing external threats and opportunities
- ✓ Analysing internal resources, capabilities, and practices
- ✓ Developing strategies and tactics to conduct internal and external analysis

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Course Outline

✓ 02 Day Two

Strategic management

- ✓ Strategy formulation and creating alignment to establish organisational direction
- ✓ Identifying Key Success Factors (KSF) and setting Key Performance Indicators (KPI)
- ✓ Formulating operational and functional strategies

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Course Outline

✓ 03 Day Three

Strategy implementation

- ✓ Developing a strategic leadership team to articulate and communicate the strategy
- ✓ Developing of strategic action plan for implementation
- ✓ Effective approaches to strategic implementation: reactive vs proactive

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Course Outline

✓ **04 Day Four**

Monitoring and measuring performance

- ✓ Developing monitoring and review systems for strategic projects and initiatives
- ✓ Measuring operational performance and strategy alignment
- ✓ Informing and reporting on the strategic planning process

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Course Outline

✓ 05 Day Five

Strategic sustainability

- ✓ Implementing the “three pillars of sustainability”
- ✓ Tactics for maintaining a competitive advantage
- ✓ Utilising innovation and creativity for future challenges

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Sept. 14, 2026	Sept. 18, 2026	5 days	4250.00 \$	UAE , Dubai
Dec. 21, 2026	Dec. 25, 2026	5 days	4950.00 \$	Thailand , Bangkok
Feb. 1, 2027	Feb. 5, 2027	5 days	4250.00 \$	UAE , Dubai
May 2, 2027	May 6, 2027	5 days	4250.00 \$	KSA , Riyadh

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