

Advanced Business & Corporate Strategy Alignment

This course offers a comprehensive understanding of business and corporate strategy, emphasizing the importance of alignment for success. Participants learn key concepts, techniques, and challenges, and apply technical aspects to real-world situations, identifying challenges and achieving alignment.

AUDIENCE

This course would be most beneficial for leaders, directors and managers who are responsible for developing and executing the company's strategy.

VALUE

- Equip participants with the knowledge and skills to align business and corporate strategies effectively.
- Think strategically and be proactive in developing and implementing business strategies.
- Learn to identify misalignments and challenges in an organization's strategy and develop problem-solving skills to address them effectively.
- Develop the leadership skills necessary to guide teams and organizations through strategic changes effectively.

OBJECTIVES

- Understand the essentials of business and corporate strategy, differentiating between them and recognizing their interdependence.
- Discover techniques to align business strategies with overarching corporate objectives and address misalignments.
- Master the strategic planning process, frameworks, and prioritization to create a roadmap for success.
- Explore change management principles to successfully navigate strategic shifts and overcome resistance.

CONTACT

info@horae-group.com

+961 76 865 759
+20 128 8898308

CONTENT

Business Strategy Fundamentals

- What is business strategy and why is it important?
- The different levels of business strategy
- Setting SMART business objectives
- The steps in developing a business strategy

Corporate Strategy Fundamentals

- What is corporate strategy and why is it important?
- The different types of corporate strategies
- The steps in developing a corporate strategy
- Defining corporate mission and vision to align them with business strategy

Aligning Business Strategy to Corporate Strategy

- The importance of strategic alignment
- The challenges of alignment
- Gap analysis: Identifying misalignments
- Integrating business and corporate objectives
- Developing a strategic roadmap

Strategic Planning Process

- Strategic planning frameworks (BCG Matrix, Ansoff Matrix)
- Creating a strategic planning team
- Setting strategic priorities and timelines

Change Management and Implementation

- Change management strategies
- Overcoming resistance to change
- Executing the strategic plan
- Continuous improvement and adaptation

METHODOLOGY

- Interactive Lectures
- Group Discussions
- Role-Playing Exercises
- Case Studies
- Hands-On Activities
- Feedback and Inquiry

3
DAYS