

# Business & Corporate Strategy Alignment

This course teaches business & corporate strategy concepts, techniques, and challenges, emphasizing the importance of alignment for success. It covers market analysis, competitive analysis, SWOT analysis, market penetration, product development, & diversification. Participants learn to identify challenges & apply technical aspects to real-world situations. as well as how to apply the technical aspects of business & corporate strategy.

## AUDIENCE

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

## VALUE

- Identify the importance of business strategy & corporate strategy.
- Describe the steps in developing a business strategy and corporate strategy.
- Explain the importance of alignment.
- Identify the challenges of alignment & the different ways to achieve alignment.
- Apply the technical aspects of business strategy and corporate strategy to real-world situations.
- Think strategically and be proactive in developing and implementing business strategies.

## OBJECTIVES

- Differentiate between business and corporate strategy and their interdependence.
- Teach participants the technical aspects of business strategy and corporate strategy
- Enable participants to develop and execute sound business strategies that are aligned with the company's overall goals.
- Develop Communication Strategies for Alignment

## CONTACT

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## CONTENT

### Business Strategy Fundamentals

- What is business strategy and why is it important?
- The different levels of business strategy
- The steps in developing a business strategy
- Setting SMART business objectives
- Technical aspects of Business Strategy: SWOT,
- Market Analysis, Competitive Analysis, Porter's Five Forces
- Model

### 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
- Technical aspects of Corporate Strategy: Portfolio Analysis, Diversification strategies. Strategic alliances

### 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
- Real world examples of successful alignment

### Communication and Leadership in Alignment

- Effective communication strategies
- Leading through strategic change
- Building alignment-focused teams

## METHODOLOGY

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

2  
DAYS