Management & leadership · ML335

Mastering Business Strategy: From Vision to Execution

Cairo · 20 - 24 Dec 2026

Date	Venue	Duration
20 - 24 Dec 2026	**Cairo**	**1 Week**
Fee	Ref	Language
£3,100 GBP	**ML335**	**English**

Introduction

This course offers a comprehensive understanding of how to create, communicate, and implement winning business strategies. Participants will explore how to develop a strategic vision, assess internal and external environments, make informed strategic choices, and ensure effective execution to achieve sustainable growth.

Course Objectives of Mastering Business Strategy

Upon completing this program, participants will be able to:

- Understand key concepts and models in strategic management.
- Formulate and articulate a compelling strategic vision.
- Conduct internal and external business environment analyses.
- Develop actionable strategic plans aligned with organizational goals.
- Translate strategy into execution through tools, KPIs, and leadership.

Course Methodology of Mastering Business Strategy

- Lectures and Expert Insights: Leading industry experts will share their insights and best practices.
- Case Studies: Analyze real-world talent acquisition challenges and solutions.
- Group Discussions: Engage in meaningful discussions and share experiences with peers.
- Role-Playing and Simulations: Practice recruitment scenarios to enhance skills.
- Hands-on Workshops: Gain practical experience in using recruitment tools and techniques.

Organizational Impact of Mastering Business Strategy

This training program will have a positive impact on organizations by:

- Stronger alignment between strategy and operational performance.
- More informed and strategic leadership at multiple levels.
- Increased adaptability and competitiveness in changing markets.

- Clear execution pathways that support business goals.
- Improved strategic decision-making and accountability.

Personal Impact of Mastering Business Strategy

Participants will experience personal growth and development, including:

- Enhanced strategic thinking and planning skills.
- Confidence in contributing to or leading strategy initiatives.
- Broader understanding of business dynamics and cross-functional alignment.
- Improved analytical and problem-solving capabilities.
- Ability to convert ideas into executable plans.

Who Should Attend

This training program is ideal for:

- Senior and mid-level managers
- Strategy and planning professionals
- Business unit leaders and executives
- Project and program managers
- Entrepreneurs and startup founders

Course Outlines

Day 1

Strategic Foundations and Vision Setting

- What is Strategy? Myths and Realities
- Levels of Strategy: Corporate, Business, Functional
- Vision, Mission, and Values: Defining Direction
- Vision Statements that Drive Growth
- Drafting or Refining Your Strategic Vision

Day 2

Strategic Analysis Tools and Frameworks

- Internal Analysis: Resources, Capabilities, and Core Competencies
- External Analysis: PESTEL, Porter’s Five Forces
- SWOT and TOWS Matrices for Strategic Insights
- Industry Trends and Competitive Landscape Mapping
- Conducting a Full Strategic Audit

Day 3

Strategy Formulation and Decision-Making

- Competitive Strategy: Cost Leadership, Differentiation, Focus
- Growth Strategy: Market Penetration, Diversification, Innovation
- Strategic Choices and Prioritization Techniques
- Strategy Formulation in Practice
- Developing a Strategic Plan for a Sample Company

Day 4

Strategy Execution and Performance Alignment

- Why Strategy Execution Fails – Common Pitfalls
- Linking Strategy to Operations and KPIs
- Strategy Maps and the Balanced Scorecard
- Change Management Principles for Strategic Shifts
- Creating a Strategy Execution Roadmap

Day 5

Monitoring, Adaptation, and Strategic Leadership

- Strategic Governance and Accountability Structures
- Reviewing and Adapting Strategy in Uncertain Environments
- Communicating Strategy Across the Organization
- Leadership’s Role in Strategy Execution and Culture Building
- Presenting a Strategy from Vision to Execution

Register or ask about this course online

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