Management & leadership · ML335

# Mastering Business Strategy: From Vision to Execution

Online · 27 - 31 Dec 2026

| Date | Venue | Duration |
|---|---|---|
| **27 - 31 Dec 2026** | **Online** | **1 Week** |
| Fee | Ref | Language |
| **£1,400 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 programme, 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 organisational 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: Analyse 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.

## Organisational Impact of Mastering Business Strategy

### This training programme will have a positive impact on organisations 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 programme is ideal for:

- Senior and mid-level managers
- Strategy and planning professionals
- Business unit leaders and executives
- Project and programme 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 Prioritisation 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 Organisation
- 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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