



LEADERSHIP AND MANAGEMENT | LM-024

Business Strategy Essentials

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Course content

Why Attend

Strong business strategy helps organizations compete effectively, adapt to change, and achieve sustainable growth. Managers at every level need the ability to think strategically, translate direction into plans, lead execution, and continuously improve results. This course provides participants with practical tools to understand strategy, align resources, manage implementation, and strengthen leadership impact in today's dynamic business environment.

Course Methodology

- This course uses an interactive and practical approach through presentations, case studies, workshops, group discussions, planning exercises, self-assessments, and real workplace examples.

Course Objectives

- Understand the fundamentals of business strategy
- Develop stronger strategic thinking skills
- Translate strategy into clear plans and priorities
- Improve strategy execution and leadership effectiveness
- Manage change, collaboration, and resistance
- Understand the impact of culture and influence on strategy

Target Audience

- Managers and Supervisors
- Team Leaders
- Department Heads
- Project Managers

Course outline

Detailed course outline

Day-by-day outline for Business Strategy Essentials.

Day 1 - Strategic Thinking for Business Success

- Art and science of strategy in modern organizations
- Importance of strategic thinking for managers at all levels
- Core principles of effective strategic thinking
- Roles of leaders and managers in shaping strategy
- Strategy as a driver of innovation and renewal
- Exercise: Personal strategic thinking self-assessment

Day 2 - Turning Strategy into Practical Plans

- Key elements of business plans and strategic alignment
- Vision, mission, and organizational values
- Translating board direction into structured action plans
- Goal setting and alignment methods
- Planning for uncertainty and unexpected events
- Resource prioritisation and allocation decisions

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Day 3 - Leading and Executing Strategy

- Critical success factors for implementation
- Leadership's role in sustaining strategic initiatives
- Leadership styles and their impact on execution
- Managing change and resistance during transitions
- Building buy-in through communication and listening
- Practical approaches: motivation, delegation, performance management

Day 4 - Power, Culture, and Organisational Influence

- Understanding power and influence in organizations
- How culture supports or blocks strategy success
- Collaboration across departments and functions
- Informal networking and relationship-building techniques
- Managing stress and conflict during strategic decisions
- Case studies on power structures and strategic outcomes

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Day 5 - Continuous Improvement and Career Growth

- Tools to track strategy progress and results
- Agile and adaptive strategy management practices
- Digital tools for planning and strategic management
- Embedding continuous improvement into strategy cycles
- Future trends in strategy and leadership development
- Exercise: Personal strategic leadership development plan

Seminar dates

Available seminar dates

Live dates and pricing for Business Strategy Essentials generated from the course details page.

Date	Location	Format	Fee
15 - 19 June 2026	Barcelona	Classroom	€2,695
20 - 24 July 2026	London	Classroom	€2,940
3 - 7 August 2026	Munich	Classroom	€2,415
7 - 11 September 2026	Amsterdam	Classroom	€2,975
12 - 16 October 2026	London	Classroom	€2,940
9 - 13 November 2026	Istanbul	Classroom	€1,995
14 - 18 December 2026	Vienna	Classroom	€2,975

Live online option

Online delivery is available at €1,250.