

# aractech

Global Learning for Operational Leaders



PLANNING AND STRATEGY MANAGEMENT

## Certificate in Business Strategy Management

### Contact

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### Address

Waarderweg 50, 2031PB Haarlem - Netherlands.

## Course content

### Why Attend

Enrolling in the Business Strategy Management course offers a transformative journey that strengthens strategic acumen and leadership skills. Participants will benefit from comprehensive modules that cover essential aspects of business strategy. Here are some key benefits:

**Enhanced Strategic Skills:** Participants will gain advanced understanding and practical skills in employing strategic tools that are applicable in real-world scenarios.

### Course Methodology

### Course Objectives

- Develop good Vision and Mission statements in support of strategy formulation
- Carry out stakeholder analyses to manage diverse interests
- Recognise the impact of culture on interactions and outcomes
- Recognise the complexity of decision processes in the 21st Century
- Turn strategy into business and operational plans

### Target Audience

- This course is suitable to a wide range of professionals but will greatly benefit:
- Professionals who want to sharpen their analytical skills
- Professionals wanting to further enhance their strategic leadership effectiveness
- Professionals aspiring to take on a more senior and strategic role in their organisation

## Course outline

### Detailed course outline

Day-by-day outline for Certificate in Business Strategy Management.

#### Day 1 - The Strategizing Process

- Why strategize: 21st century changes and challenges
- Strategic Planning
- Strategic thinking – Who, How, When and Why
- Strategic options, decisions, psychological factors
- Stories of success and failure
- Cultural impact on leaders

#### Day 2 - The Strategic Process

- Strategy is relative to...
- No decision, is a decision
- Distinguishing between red and blue ocean strategies
- Strategy Tools: The SWOT analysis
- Turning dreams into realizable actions – SMART objectives
- Strategy hierarchy – Aligning resources and actions

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### Day 3 - Strategic Management Skills

- Leadership theories & styles– A toolkit for managers
- What drives you?
- Leaders' Emotional Intelligence
- Visioning, communicating & framing
- Leadership skills: Influencing and persuading
- Motivating employees

### Day 4 - Managing the Culture

- The cultural iceberg
- Cultural frames of reference: The cultural web
- Impact of strong and weak cultures
- Cultural challenges: Globalisation, mergers and acquisitions
- Evaluating your organisation's culture
- Leaders' role influencing culture

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### Day 5 - Tactics and Plans

- Impact of change on employees
- Individual v team roles
- Employee engagement
- Tactics and plans
- A culture of learning
- Personal action planning

## Seminar dates

### Available seminar dates

Live dates and pricing for Certificate in Business Strategy Management generated from the course details page.

Date	Location	Format	Fee
11 - 15 May 2026	Barcelona	Classroom	€2,695
8 - 12 June 2026	Paris	Classroom	€3,150
6 - 10 July 2026	Frankfurt	Classroom	€2,275
10 - 14 August 2026	Barcelona	Classroom	€2,695
14 - 18 September 2026	Frankfurt	Classroom	€2,275
5 - 9 October 2026	Rome	Classroom	€2,975
16 - 20 November 2026	Kuala Lumpur	Classroom	€1,575

#### Live online option

Online delivery is available at €1,250.