



aractech

Global Learning for Operational Leaders

PLANNING AND STRATEGY MANAGEMENT

Certificate in Strategic Management

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Course content

Why Attend

Direct application of strategy to your business reality to help you chart your course ahead and your next moves

Develop an innovative mindset that will help you stay ahead of the game in a rapidly changing world

Course Methodology

Course Objectives

Target Audience

Course outline

Detailed course outline

Day-by-day outline for Certificate in Strategic Management.

Day 1 - Fundamentals of Strategic Management

- The essential components of strategy
- Strategic problem solving
- Framing the challenge and formulating a strategic hypothesis
- Strategic analysis and the Industry Environment
- Strategic sources of power and multipliers
- Introduction to delegate's particular core strategic challenges

Day 2 - Strategic Innovation

- Fundamentals of Innovation
- Gaining insights: tools and techniques
- Trend curation and analysis
- Business innovation
- Implementing innovation in the organization
- Bringing innovation to market

Course outline

Detailed course outline

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Day 3 - Unlocking Strategic Value

- Unlock strategic value
- Scenario Planning
- Value Pricing
- Unlock customer opportunities
- Become a “category of one”
- Compound your results in a virtuous cycle of action

Day 4 - Strategic Leadership

- Principled Decision-Making
- Leadership systems to enhance strategic choices
- Creating and stimulating a conscious organization
- Aligning organizational structure with strategy
- The role of leadership and culture in strategy implementation

Day 5 - Strategic Implementation, Evaluation, and Control

- Implementing strategy in the organization
- Evaluation and control in strategy implementation
- The use of balanced scorecard, bench-marking, and other strategic tools
- Apply continuous improvement
- Set up systems for ongoing feedback

Seminar dates

Available seminar dates

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

Date	Location	Format	Fee
15 - 19 June 2026	Barcelona	Classroom	€2,695
20 - 24 July 2026	Rome	Classroom	€2,975
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.