

# aractech

Global Learning for Operational Leaders



PLANNING AND STRATEGY MANAGEMENT | PSM-002

## Certified Strategist

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# Course content

## **Why Attend**

Foundations of strategic thinking and planning

Internal and external business environment analysis

## **Course Methodology**

## **Course Objectives**

## **Target Audience**

# Course outline

## Detailed course outline

Day-by-day outline for Certified Strategist.

### Day 1 - Understanding the Strategic Environment

- Understanding the impact of leadership competencies on company strategy
- Recognizing and interpreting forces in the strategic environment
- Understanding the importance of planned and creative approaches to strategy development
- Recognizing organizational change readiness and strategic inflection points
- Recognizing the impact of perceptions on strategic choices

### Day 2 - Understanding Strategic Models and Paradigms

- The strategic journey – common models and frameworks to enable strategic choices
- Developing a strategic roadmap
- Understanding and leveraging strategic competences and skills
- Case Study: managing well in an unpredictable environment
- Recognizing and developing the characteristics of strategic agility

### Day 3 - Effective Strategic Implementation

- Recognising the key challenges of strategy implementation
- Understanding the impact of structures on organisational effectiveness
- Using the 7S model to analyse organisational competence
- Turning measurement into information to track performance and inform future strategy
- Building learning organisations to support agility

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### Day 4 - Strategic Leadership

- Effective styles and practices of strategic leaders
- Recognizing, analysing and developing the strategic leadership styles used by you and others
- Great leaders inspire and motivate – do carrots and sticks work?
- Develop your leadership toolkit by understanding motivation theories
- Case Study: Practice your negotiation skills in complex circumstances

### Day 5 - Driving Strategic Performance & Success

- More leadership styles: servant leadership and dispersed leadership
- Understanding the human impact of change
- Understanding employee engagement
- Using communication media effectively
- Achieving success through a dynamic equilibrium between compliance and innovation

# Seminar dates

## Available seminar dates

Live dates and pricing for Certified Strategist generated from the course details page.

Date	Location	Format	Fee
18 - 22 May 2026	Amsterdam	Classroom	€2,940
1 - 5 June 2026	Istanbul	Classroom	€2,240
8 - 12 June 2026	Paris	Classroom	€3,080
15 - 19 June 2026	Barcelona	Classroom	€2,940
6 - 10 July 2026	Munich	Classroom	€2,975
20 - 24 July 2026	Kuala Lumpur	Classroom	€1,575
3 - 7 August 2026	Amsterdam	Classroom	€2,940

### Live online option

Online delivery is available at €1,250.