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LEADERSHIP AND MANAGEMENT | LM-023

Business Strategy and Change

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Course content

Why Attend

Why Attend Organizations must continuously adapt to market shifts, competitive pressures, technological disruption, and changing customer expectations. Success depends on building strong strategies and managing change effectively. This course provides participants with practical tools to develop business strategies, translate plans into action, lead transformation initiatives, manage resistance, and evaluate results in dynamic environments.

Course Methodology This course uses an interactive and practical approach through presentations, case studies, workshops, group discussions, strategy exercises, change simulations, and real workplace examples.

Course Objectives

- Understand modern business strategy concepts and frameworks
- Apply strategic analysis tools to evaluate markets and organizations
- Translate strategy into execution plans with measurable outcomes
- Use proven change management models effectively
- Manage resistance and improve stakeholder buy-in
- Strengthen leadership skills during transformation
- Measure strategic and change performance
- Use data and digital tools for better decision-making

Target Audience

- Managers and Executives
- Strategy Professionals
- Project Managers
- Change Management Leaders

Course content

Target Audience

- Department Heads
- Business Owners
- Anyone responsible for planning and transformation initiatives

Target Competencies

- Strategic Thinking
- Change Management
- Performance Management
- Leadership Skills
- Decision-Making
- Stakeholder Management
- Business Analysis
- Transformation Management

Course outline

Day 1: Foundations of Business Strategy

- Core concepts and importance of business strategy
- Strategic thinking in competitive environments
- Analysing internal and external business conditions
- Using SWOT and PESTEL frameworks
- Scenario planning for uncertainty and market shifts
- Competitive positioning and strategic choices
- Creating an organizational strategic overview

Course content

Course outline

• Exercise: Build a preliminary strategic map

Day 2: Strategy Execution and Performance Measurement

• Converting strategy into operational action plans

• Common barriers to successful execution

• Performance systems for monitoring progress

• Goal-setting methods to align strategy and outcomes

• Strategic portfolio management and prioritisation

• Aligning resources with strategic capabilities

• Exercise: Create an execution plan using KPIs and OKRs

Day 3: Foundations of Change Management

• Nature of organizational change in evolving markets

• Overview of Kotter, ADKAR, and McKinsey 7-S models

• Leadership responsibilities during transformation

• Emotional intelligence in managing change

• Assessing organizational culture readiness

• Selecting the right change framework for the situation

• Exercise: Conduct a change readiness assessment

Day 4: Managing Resistance and Navigating Change

• Sources of resistance during change initiatives

• Techniques to reduce resistance and gain commitment

• Communication and engagement during transitions

• Managing politics and power dynamics in change programs

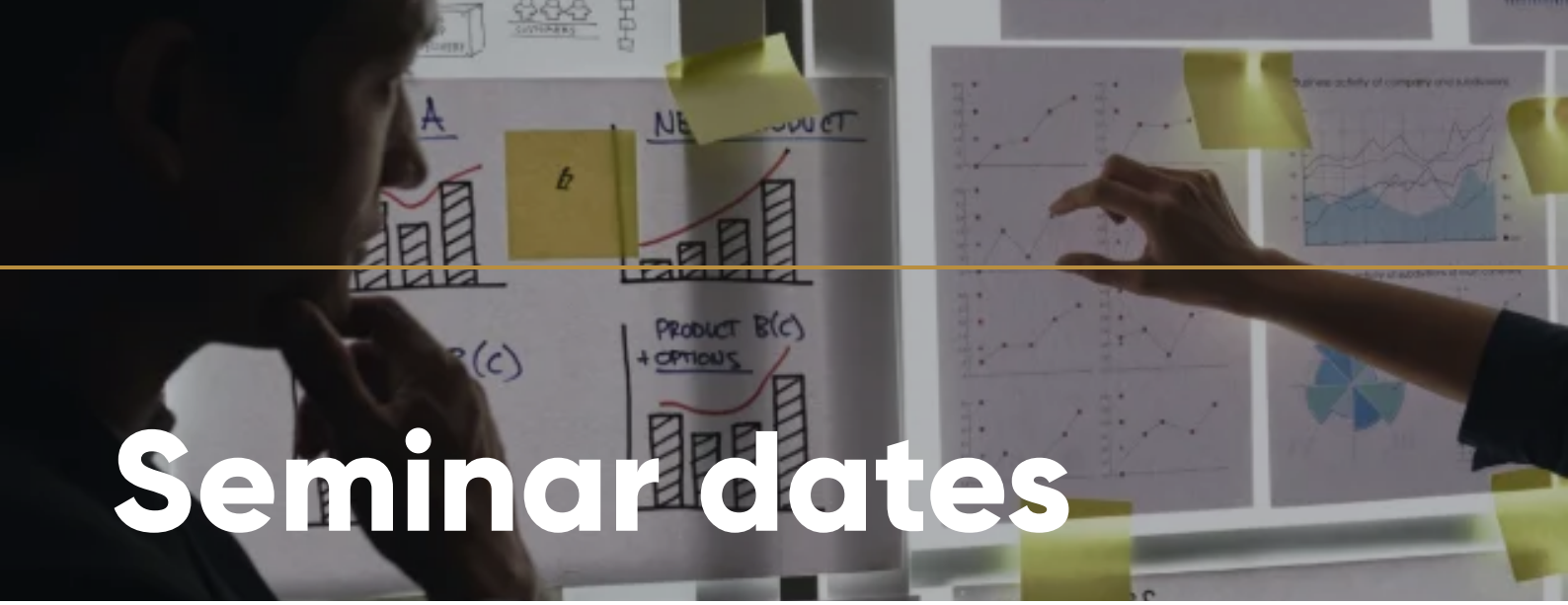
Course content

Course outline

- Understanding employee experience through change stages
- Supporting stakeholders during complex transitions
- Exercise: Design a change communication plan

Day 5: Evaluating Change and Strategic Decision Making

- Measuring results of change initiatives
- Decision-making frameworks for strategic choices
- Ethical issues in transformation environments
- Measuring ROI of change initiatives
- Digital transformation and AI impacts on strategy
- Using analytics in strategic decisions
- Case study: Lessons from digital transformation successes and failures
- Key takeaways and course review



Seminar dates

Available seminar dates

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

Date	Location	Format	Fee
9 - 13 November 2026	Istanbul - Turkey	Classroom	**€2,560.-**
16 - 20 November 2026	Paris - France	Classroom	**€3,520.-**
7 - 11 December 2026	Barcelona - Spain	Classroom	**€3,360.-**
14 - 18 December 2026	Munich - Germany	Classroom	**€3,400.-**
21 - 25 December 2026	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
4 - 8 January 2027	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
1 - 5 February 2027	Amsterdam - Netherlands	Classroom	**€3,400.-**
1 - 5 March 2027	London - U.K	Classroom	**€3,360.-**
5 - 9 April 2027	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
3 - 7 May 2027	Amsterdam - Netherlands	Classroom	**€3,400.-**
7 - 11 June 2027	London - U.K	Classroom	**€3,360.-**
5 - 9 July 2027	Barcelona - Spain	Classroom	**€3,080.-**
2 - 6 August 2027	London - U.K	Classroom	**€3,360.-**
6 - 10 September 2027	Barcelona - Spain	Classroom	**€3,080.-**
4 - 8 October 2027	Istanbul - Turkey	Classroom	**€2,280.-**
1 - 5 November 2027	Amsterdam - Netherlands	Classroom	**€3,400.-**
6 - 10 December 2027	Istanbul - Turkey	Classroom	**€2,280.-**