informatech

LEADERSHIP AND MANAGEMENT | LM-024

Business Strategy Essentials

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Course content

Why Attend

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
- Use tools to monitor progress and performance
- Build long-term strategic leadership capability

Target Audience

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

Course content

Target Audience

- Business Owners
- Future Leaders
- Anyone seeking stronger strategic management skills

Target Competencies

- Strategic Thinking
- Planning Skills
- Leadership Skills
- Change Management
- Performance Management
- Decision-Making
- Collaboration
- Continuous Improvement

Course outline

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

Course content

Course outline

- 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
- Responsibilities of managers during planning
- Exercise: Build a simple strategy map and plan

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
- Exercise: Responding to implementation scenarios

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

Course content

Course outline

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
20 - 24 July 2026	London - U.K	Classroom	**€4,200.-**
3 - 7 August 2026	Munich - Germany	Classroom	**€3,450.-**
7 - 11 September 2026	Amsterdam - Netherlands	Classroom	**€4,250.-**
12 - 16 October 2026	London - U.K	Classroom	**€4,200.-**
9 - 13 November 2026	Istanbul - Turkey	Classroom	**€2,850.-**
14 - 18 December 2026	Vienna - Austria	Classroom	**€4,250.-**
6 - 10 July 2026	London - U.K	Classroom	**€4,250.-**
20 - 24 July 2026	Kuala lumpur - Malaysia	Classroom	**€2,250.-**
3 - 7 August 2026	Amsterdam - Netherlands	Classroom	**€4,250.-**
10 - 14 August 2026	London - U.K	Classroom	**€3,850.-**
7 - 11 September 2026	Barcelona - Spain	Classroom	**€4,250.-**
14 - 18 September 2026	London - U.K	Classroom	**€3,850.-**
5 - 9 October 2026	Barcelona - Spain	Classroom	**€4,250.-**
12 - 16 October 2026	Istanbul - Turkey	Classroom	**€3,850.-**
9 - 13 November 2026	Amsterdam - Netherlands	Classroom	**€4,200.-**
16 - 20 November 2026	Istanbul - Turkey	Classroom	**€3,200.-**
7 - 11 December 2026	Paris - France	Classroom	**€4,400.-**

Seminar dates

Available seminar dates

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

Date	Location	Format	Fee
14 - 18 December 2026	Barcelona - Spain	Classroom	**€4,200.-**
21 - 25 December 2026	Munich - Germany	Classroom	**€4,250.-**

Live online option	Online delivery is available at €1,850.-.