

Gearing You For Growth

Bursaries | **Business Skills** | Coaching and Mentoring | Computer Skills | E-Learning | Learnerships | Skills Development | Virtual Training

Strategic Awareness

Course Overview

Strategy is sometimes seen as the domain of the senior manager; the strategy of a business leader is often tied to their vision also to where they are taking their business.

People who work at a strategic level tend to be more senior. They are seen as decision makers, people who can influence, people who can move the business forward.

Those people who are involved in setting strategy are sometimes seen as more capable or more intelligent as others. They have a vision for the future, they have a plan.

Approach

This important two-day training program takes the subject of strategy and demystifies it for account managers. It provides a straightforward view of strategy and enables every account manager to grasp this view, then use strategic thinking as an important tool which they can use immediately in order to win new business and keep existing business.

Duration

- 2 Days

Training Objectives

- Develop delegates strategic awareness and ability to use strategic tools and models.
- Learn what strategy is, the content of strategy, the process and be able to use this understanding in a practical way at work.
- Talk or work on more strategic terms with internal and external clients.
- Learn more about client strategy and use this understanding in order to be more effective in a business situation.



Course Outline

- A general introduction to strategy.
- Process and culture.
- The four phases of business planning.
- Understanding bonus structures.
- The decision-making unit (DMU).
- Strategic models.
- The big strategic questions.
- The Boston matrix.

Day One

- Welcome and Introduction.
- The big four questions.
- The strategic planning processes.
- The cultural web.
- Decision making units.

Day Two

- Welcome back.
- Bonus structures.
- Key tools for strategic awareness.
- PESTLE.
- Boston matrix.
- Blue ocean strategy.
- Defining client strategy.
- Personal action planning.