

# CONVERTING STRATEGY TO ACTION



International School  
*Of* Management

— UNLOCKING KNOWLEDGE —

# INTRODUCTION



Strategies are very good for businesses to succeed but in reality, strategies are not enough. There is a gap between business strategy and performance and this can only be bridged by deliberate and methodical actions that blend the strategic plans with the market crescendos.

Business Strategy is the route to the achievement of goals and objectives; it belongs to and is the responsibility of every manager and decision-maker at all levels, be it corporate, strategic business unit or departmental. We must all then understand it, plan it and implement it. This course emphasizes the importance of taking a wide view or 'helicopter vision' and provides analytical and decision making techniques to look beyond everyday operational concerns and examine what the business as a whole has to do now and what it must do in the future. In this intensive two days, strategy is demystified through a mix of casework and analysis of participants' own real live business cases

This 2-day course is designed with more emphasis on actionable strategic planning than on popular strategic frameworks alone. It demonstrates what it takes to improve organizational alignment and deliver on truly strategic business objectives. Students would learn more about the efficacy of trusted frameworks for achieving strategic execution of corporate plans; incorporating a full range of proven approaches and emerging concepts for aligning project and program initiatives with strategic objectives.

This course will help participants to develop their forward- thinking abilities and give them the opportunity to explore the issues that are of prime concern to managers and owners. It exposes and expounds on native theories and personal assumptions that are popular yet capable of fixing managers in a box if not applied contextually.

# LEARNING OUTCOMES



This course is designed to enable students develop skills and competencies that should result in the following;

- Generating and evaluating creative, innovative & strategic options for creating stakeholders' values
- Focusing strategic thinking on both existing and probable lines of enquiry, which are most likely to lead to strategic breakthroughs
- Becoming familiar with key techniques of internal and external business analyses and how these can be simplified and accelerated for immediate and long term gains
- Understanding the role of visionary leadership in strategy execution which implies making strategic knowledge and experience produce the desired results.
- Prioritizing the implementation strategies to ensure optimal results.
- Human and material implication for distilling strategic plans into profitable actions.
- Understanding the nature and workings of the market, innovations and the dynamics of market competitions.

# COURSE OUTLINE

Topics covered include the following amongst others:

- Why is Strategy important for business success?
- The planning and strategy formulation processes
- Analyses of some business strategy models
- Understanding the potentials and risks from external and internal business environments
- Analyzing the market as the best source for strategic opportunities
- How to develop strategies that differentiate from the crowd but take advantage of it
- Gathering and appraising the strategic options that blend offerings to the market
- Articulating visions and crafting mission statements that truly stand out
- Using strategic frameworks techniques such as Porter 's 5 Forces
- Disruptive & sustaining Innovations in a competitive market
- Taking innovations to the market successfully
- Some efficient strategies for market penetration
- Ethics as a considerable business strategy
- Some business strategies akin to warfare

## RELEVANCE

This course is very useful for professionals in the following roles;

1. Business Managers
2. Strategy Officers, Managers and Directors
3. Owner Managers
4. Other Managers and Directors responsible for corporate strategies

# REGISTRATION & ENQUIRIES

**Duration :** 2 days

**Registration :** N10, 000 (non-refundable)

**Tuition :** N120, 000

## **FOR FURTHER ENQUIRIES, PLEASE CONTACT:**

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