

Driving Business Performance in Turbulent Environments

Public Sector
Barcelona (Spain)
14 - 18 Jul 2025

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Driving Business Performance in Turbulent Environments

Ref: 321705_144392 **Date:** 14 - 18 Jul 2025 **Location:** Barcelona (Spain) **Fees:** 4400 **Euro**

Course Description

This intensive 5-day course equips business leaders with the tools and frameworks to develop adaptive strategies for turbulent business environments. Participants will learn to anticipate and respond to rapid change, drive innovation, and achieve sustainable performance in uncertain times. Through case studies, simulations, and interactive sessions, attendees will master techniques for strategic agility and resilience.

Learning Objectives

- Analyze environmental turbulence and its impact on business strategy
- Develop adaptive strategic planning processes for uncertain environments
- Master techniques for rapid innovation and business model transformation
- Implement agile decision-making frameworks for dynamic markets
- Design resilient organizational structures and processes
- Create a culture of continuous adaptation and learning

Course Modules

Day 1: Understanding Turbulent Business Environments

- Characteristics and drivers of environmental turbulence
- Impact of turbulence on traditional strategic planning
- Analyzing industry dynamics and competitive landscapes
- Tools for environmental scanning and scenario planning

Day 2: Developing Adaptive Strategic Planning Processes

- From static to dynamic strategy formulation
- Implementing rolling forecasts and flexible budgeting
- Balancing long-term vision with short-term adaptability
- Creating strategic options and contingency plans

Day 3: Driving Innovation and Business Model Transformation

- Fostering a culture of continuous innovation
- Rapid prototyping and lean startup methodologies
- Business model innovation in turbulent times
- Managing innovation portfolios and resource allocation

A graphic of a chessboard with several chess pieces, including a king, queen, and pawns, arranged on the board. The board is white and black, and the pieces are gold and silver.

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Day 4: Agile Decision-Making and Organizational Design

- Implementing agile decision-making frameworks
- Designing flexible and responsive organizational structures
- Empowering teams for rapid execution
- Balancing autonomy with strategic alignment

Day 5: Building Resilience and Sustaining Performance

- Developing organizational resilience capabilities
- Managing risk and uncertainty
- Metrics and KPIs for turbulent environments
- Creating a learning organization for continuous adaptation

Practical Wins for Participants

- A customized adaptive strategy framework for their organization
- An action plan for implementing agile decision-making processes
- A toolkit for continuous environmental scanning and scenario planning
- A roadmap for fostering innovation and organizational resilience

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles emanating from a point on the board.

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www.blackbird-training.com



training@blackbird-training.com



+44 7480 775526 / +44 7401 177335