

# Advanced Strategic Management: Mastering Corporate Strategy

28 June – 2 July 2027  
Paris (France)

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## Advanced Strategic Management: Mastering Corporate Strategy

**Ref:** 321914\_176352 **Date:** 28 June – 2 July 2027 **Location:** Paris (France) **Fees:** 5200 GBP

### Why This Course

In today's complex and fast-evolving business landscape, executives and senior managers must not only define strategy but also translate it into actionable plans that drive organizational success. Effective strategic management requires a deep understanding of business environments, innovative thinking, and the ability to lead change across the organization.

The Advanced Strategic Management Program is an intensive 5-day course designed to equip senior leaders with cutting-edge frameworks, tools, and techniques. Participants will learn to analyze complex business environments, formulate innovative strategies, and implement them successfully, ensuring alignment and measurable results.

### What You'll Learn and Practice

By participating in this program, you will:

- Conduct comprehensive strategic analyses of internal and external business environments.
- Formulate innovative strategies at corporate and business unit levels.
- Apply advanced frameworks for strategy execution and change management.
- Enhance strategic leadership skills to drive organizational alignment and transformation.
- Utilize strategic management tools to tackle real-world business challenges effectively.

### The Program Flow

#### Day 1: Strategic Analysis

- Advanced techniques for environmental scanning and competitive analysis.
- Applying resource-based views and dynamic capabilities for competitive advantage.
- Stakeholder identification, analysis, and engagement strategies.
- Industry and market positioning insights for informed strategic choices.

#### Day 2: Strategy Formulation

- Developing corporate strategy and managing diversified portfolios.
- Designing business unit strategies that create sustainable competitive advantage.
- Exploring Blue Ocean Strategy and disruptive innovation approaches.
- Leveraging strategic alliances and ecosystems for growth and innovation.

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### Day 3: Strategy Implementation

- Organizational design to support effective strategy execution.
- Managing strategic change and overcoming implementation challenges.
- Establishing performance measurement and management control systems.
- Communicating strategy effectively and cascading objectives across the organization.

### Day 4: Strategic Leadership

- Strategic decision-making under uncertainty and complex conditions.
- Developing foresight and a strategic mindset to anticipate opportunities and threats.
- Leading organizational transformations and embedding strategy-focused culture.
- Building alignment across teams and departments to execute strategy successfully.

### Day 5: Emerging Strategic Challenges

- Developing strategies for digital transformation and innovation adoption.
- Integrating sustainability and ESG considerations into strategic plans.
- Formulating global strategies for emerging markets.
- Applying agile strategy principles in volatile and rapidly changing environments.

## Individual Impact

Participants will:

- Develop a comprehensive strategic plan tailored to their organization.
- Create an actionable roadmap for executing major strategic initiatives.
- Design a strategic performance measurement and management system.
- Enhance strategic leadership capabilities to drive alignment and transformation.

## Work Impact

Organizations will benefit from leaders who can:

- Formulate and implement strategies that drive measurable business outcomes.
- Navigate complex environments with agility and foresight.
- Align resources, teams, and processes to achieve strategic objectives.
- Lead transformative initiatives that ensure long-term competitiveness.

## Training Methodology

The program blends theoretical insights with practical application through:

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- Interactive workshops on advanced strategic management frameworks and tools.
- Case studies of real-world strategic initiatives and business transformations.
- Hands-on exercises for strategy formulation, implementation, and performance management.
- Peer discussions and scenario-based problem-solving to reinforce learning.

## Beyond the Course

Upon completion, participants will be ready to:

- Lead their organizations with strategic clarity and confidence.
- Translate strategy into actionable plans with measurable outcomes.
- Navigate emerging challenges in digital transformation, sustainability, and global markets.
- Strengthen their strategic leadership presence and influence across the organization.

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