Value Creation: Developing Strategy & Decision Making

13 – 17 September 2027
Seattle, Washington (USA)

UK Traininig
PARTNER



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Ref: 322643_207482 **Date:** 13 – 17 September 2027 **Location:** Seattle, Washington (USA) **Fees:** 5900 GBP

Why This Course

Sustainable business success depends on the ability to create meaningful value for customers, shareholders, employees, partners, communities, and other key stakeholders. In today's complex business environment, leaders must make decisions that balance short-term performance with long-term growth, resilience, innovation, and stakeholder trust.

Value creation is not only about financial results. It includes strategic positioning, operational effectiveness, customer relevance, innovation capability, responsible practices, and the ability to adapt to disruption. Leaders need practical tools to understand value drivers, assess strategic options, engage stakeholders, and measure the impact of value-creating initiatives.

This intensive 1-week course equips business leaders with the knowledge, frameworks, and practical tools needed to create sustainable value through strategic decision-making. Through case studies, decision analysis exercises, stakeholder mapping, strategy workshops, and performance measurement activities, participants will learn how to align organizational goals with stakeholder expectations and turn strategic choices into measurable results.

What You'll Learn and Practice

By joining this program, you will:

- Understand the concept of value creation in modern business contexts.
- Identify key value drivers that influence growth, performance, and sustainability.
- Analyze stakeholder expectations and align them with corporate priorities.
- Connect corporate purpose with value creation and strategic direction.
- Apply strategic decision-making techniques for sustainable growth.
- Use decision analysis, risk assessment, and scenario planning tools.
- Incorporate ethical considerations into strategic decisions.
- Design value propositions and competitive advantage strategies.
- Explore business model innovation as a source of long-term value.
- Allocate resources strategically to support value-creating initiatives.
- Implement and measure value creation through KPIs and performance systems.
- Understand the role of innovation, technology, and digital transformation in future value creation.



The Program Flow

Day 1: Foundations of Value Creation

- Understanding value creation and why it matters.
- Exploring financial and non-financial dimensions of value.
- The value driver framework and its practical application.
- Identifying what creates value for customers, shareholders, employees, and society.
- Stakeholder analysis and engagement.
- Corporate purpose and value alignment.
- Practical exercise: Mapping key stakeholders and organizational value drivers.

Day 2: Strategic Decision-Making

- Decision analysis techniques for business leaders.
- Structuring complex decisions and comparing strategic options.
- Risk assessment and risk management in decision-making.
- Scenario planning and strategic foresight.
- Balancing short-term results with long-term value.
- Ethical considerations in decision-making.
- Workshop: Creating a decision-making framework aligned with value creation principles.

Day 3: Developing Value Creation Strategies

- Competitive advantage and strategic positioning.
- Value proposition design for customers and stakeholders.
- Business model innovation and new sources of value.
- Strategic resource allocation.
- Prioritizing initiatives based on impact, feasibility, and sustainability.
- Measuring and communicating value creation.
- Practical exercise: Developing a value creation strategy for your organization.

Day 4: Implementing Value Creation Initiatives

- Change management for value creation initiatives.
- Building organizational commitment around value-focused priorities.
- Organizational culture and its role in value creation.
- Performance management and KPI development.
- Sustainable business practices and responsible value creation.
- Aligning people, processes, systems, and resources with strategic value goals.
- Workshop: Designing a stakeholder engagement plan to support value creation initiatives.



Day 5: Future-Proofing Value Creation

- Technology and digital transformation in value creation.
- Innovation management for long-term business value.
- Adapting to market disruptions and changing stakeholder expectations.
- Building resilience into value creation strategies.
- Creating a value-driven organization.
- Balanced Scorecard approach for measuring and communicating value creation.
- Final activity: Constructing a Balanced Scorecard and action roadmap for value creation.

Individual Impact

- Strengthen your strategic thinking and decision-making capabilities.
- Improve your understanding of value drivers and stakeholder expectations.
- Build confidence in making decisions that support sustainable growth.
- Gain practical tools for risk assessment, scenario planning, and strategic prioritization.
- Enhance your ability to design and communicate value creation strategies.
- Develop a stronger leadership mindset focused on long-term impact.

Work Impact

- Improve alignment between corporate strategy and stakeholder value.
- Strengthen decision quality through structured analysis and risk awareness.
- Support better resource allocation toward high-value initiatives.
- Improve communication of value creation to stakeholders.
- Encourage innovation, sustainability, and long-term competitiveness.
- Build a culture focused on measurable, responsible, and sustainable value creation.

Training Methodology

This program uses a practical and strategy-focused approach to help participants apply value creation and decision-making tools to real business challenges. Learning methods include:

- Interactive discussions and guided facilitation.
- Business case studies and value creation examples.
- Stakeholder analysis and engagement exercises.
- Decision analysis and risk assessment workshops.
- Scenario planning and strategic foresight activities.
- Value proposition and business model innovation exercises.
- KPI and Balanced Scorecard development workshops.
- Group work, peer feedback, and practical action planning.



Beyond the Course

Upon completion, participants will be prepared to create sustainable value through clearer strategy, stronger decisions, and better stakeholder alignment. They will return ready to:

- Develop a value creation strategy for their organization.
- Apply a decision-making framework aligned with value creation principles.
- Design stakeholder engagement plans that support strategic initiatives.
- Build a Balanced Scorecard to measure and communicate value creation.
- Use innovation and technology to support long-term business value.
- Lead a more value-driven organization with confidence and strategic clarity.

