Strategic Business Transformation: Mastering Change

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Madrid (Spain)

UK Traininig
PARTNER



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Why This Course

Organizations need clear strategy and strong change leadership to stay competitive, resilient, and ready for the future. A strategy may define where the organization wants to go, but effective change management determines whether people, systems, culture, and resources can move in that direction successfully.

In dynamic markets, leaders must be able to analyze external forces, understand competitive pressures, define strategic priorities, communicate a compelling vision, and guide teams through transformation. They also need the ability to align culture, structure, resources, and performance measures with strategic objectives.

This intensive 1-week course equips leaders with the tools to develop and implement effective business strategies while successfully managing organizational change. Through practical frameworks, case studies, strategy exercises, change planning, and performance measurement activities, participants will learn how to formulate winning strategies, execute them with discipline, and lead transformation with confidence.

What You'll Learn and Practice

By joining this program, you will:

- Understand strategic planning, strategy execution, and their role in organizational success.
- Apply strategic thinking tools to real business challenges.
- Analyze market trends, external forces, and competitive landscapes.
- Use PESTEL and Porter's Five Forces to assess strategic opportunities and risks.
- Identify core competencies and sources of competitive advantage.
- Develop vision, mission, strategic objectives, and KPIs.
- Explore business model innovation and growth strategies.
- Translate strategy into action plans, budgets, and resource priorities.
- Align organizational structure, culture, and processes with strategy.
- Lead and manage change initiatives effectively.
- Understand the psychology of change and resistance.
- Build a change-ready culture that supports transformation.
- Measure strategic performance using tools such as the Balanced Scorecard.



The Program Flow

Day 1: Foundations of Strategic Thinking

- Introduction to strategic management concepts.
- Understanding the role of strategic thinking in leadership.
- External environment analysis using the PESTEL framework.
- Industry analysis using Porter's Five Forces.
- Identifying market trends, opportunities, and threats.
- Understanding core competencies and competitive advantages.
- Practical exercise: Conducting a strategic environment analysis.

Day 2: Strategy Formulation and Business Models

- Developing clear vision and mission statements.
- Setting strategic objectives and KPIs.
- Defining strategic priorities and success measures.
- Business model innovation and design.
- Strategies for growth, differentiation, and competitive positioning.
- Connecting strategy with value creation and stakeholder expectations.
- Workshop: Crafting a compelling vision statement and strategic direction.

Day 3: Strategy Implementation and Execution

- Translating strategy into practical action plans.
- Defining initiatives, milestones, responsibilities, and timelines.
- Resource allocation and budgeting for strategic priorities.
- Aligning organizational structure with strategy.
- Performance management and strategy execution.
- Designing a Balanced Scorecard for strategy implementation.
- Practical exercise: Building a strategy execution roadmap.

Day 4: Leading Organizational Change

- Understanding the psychology of change.
- How people respond to uncertainty, transition, and transformation.
- Change management models and frameworks.
- Overcoming resistance to change.
- Communicating change with clarity and influence.
- Building a change-ready organizational culture.
- Workshop: Developing a change management roadmap.



Day 5: Sustaining Strategic Success

- Continuous strategy evaluation and adaptation.
- Monitoring progress and adjusting strategic initiatives.
- Managing strategic risks and uncertainties.
- Fostering innovation and organizational learning.
- Developing strategic leadership capabilities.
- Sustaining alignment between strategy, culture, and performance.
- Final activity: Presenting a strategic plan, change roadmap, and performance measurement approach.

Individual Impact

- Strengthen your strategic thinking and planning capabilities.
- Improve confidence in analyzing markets, competitors, and business environments.
- Build stronger skills in strategy formulation, implementation, and evaluation.
- Enhance your ability to lead change and manage resistance.
- Improve communication of vision, direction, and strategic priorities.
- Gain practical tools for measuring and sustaining strategic performance.

Work Impact

- Improve the quality of strategic planning and execution.
- Strengthen alignment between strategy, resources, structure, and culture.
- Increase stakeholder engagement and commitment during change.
- Improve organizational readiness for transformation and market shifts.
- Support better decision-making through structured analysis and performance measures.
- Build a stronger culture of strategic thinking, innovation, learning, and adaptability.

Training Methodology

This program uses a practical and leadership-focused approach to help participants apply strategic planning and change management tools directly to organizational challenges. Learning methods include:

- Interactive discussions and guided facilitation.
- Strategic management and change leadership case studies.
- PESTEL and Porter's Five Forces analysis exercises.
- Vision, mission, objective, and KPI development workshops.
- Business model and growth strategy activities.
- Strategy execution and Balanced Scorecard design exercises.
- Change management roadmap development.
- Group work, peer feedback, and practical action planning.



Beyond the Course

Upon completion, participants will be prepared to lead strategy and change with greater clarity, structure, and confidence. They will return ready to:

- Create a strategic plan for their organization.
- Develop a practical change management roadmap.
- Design a Balanced Scorecard for strategy implementation.
- Craft a compelling vision statement and communication plan.
- Align people, culture, resources, and processes with strategic objectives.
- Sustain strategic success through evaluation, innovation, and continuous adaptation.

