

### Developing Your Corporate Strategy

## OVERVIEW

Course duration: 2 days.

This course is for directors, managers and business unit planners who want an in-depth understanding of how to create a working strategic plan for their organisation.

Creating a strategic plan for a medium- to long-term horizon is a pre-requisite for success, both in attracting investment and in setting the business priorities and culture. Prepared skilfully, it will provide a clear and concise path for the way you want your organisation to grow over the planning period, give a basis for unambiguous messages to all employees, and provide a structure for co-ordinating team effort.

You will understand how to recognise and deal with all the factors – both external and internal – that may help or hinder your progress, and feel confident in bringing them together into one coherent framework for success.

We will be asking you to reflect on your organisation throughout the course. There will be a case study session in which you can choose to work on either one of our selected organisations, or use the time to consolidate your thoughts on your own organisation or business unit.

## IS IT RIGHT FOR ME?

Suitable for all Managers and Directors who wish to take a fresh look at their planning approach, and for people in development positions or newly promoted, about to take on these responsibilities.

## WHAT WILL I LEARN?

You will learn how to compile a workable realistic strategic business plan that addresses the key issues you may face, and know how to translate it into action.

By the end of the course you will be able to:

- Understand concepts of long-term planning
- Apply these concepts to the development of your organisation
- Identify and assess issues and risks that may impact your organisation
- Agree on the priorities for the next planning period
- Translate analysis into action

## PRE-COURSE ACTIVITY

So you gain maximum benefit, we will ask you to bring along examples of any current strategic planning in which you have already been involved, and also to reflect on a few questions we will give you relating to a case study.

## WHAT WILL IT COVER?

### Day One

- The reason your organisation exists
- Values and culture – what these really mean in practice

- Mission and vision
- Identifying strategic goals- what are you trying to achieve?
- The external forces acting on you – STEEPLE analysis
- Your competitive environment –
  - how do you compare?
  - mobility and alternatives
  - where does the power lie in your market?
- How are we doing? Is it likely to change and how do we compare to others?
- How is our portfolio performing?
- What are we like? Organisational analysis and strategic capability

## Day Two

- Identifying alternatives, risks, policies and procedures
- Developing a usable SWOT analysis
- What are our competitive advantages
- How can we leverage these?
- Choosing our market position strategy
- Deciding on our market segments
- Deciding on our approaches to growth
- Getting the market mix right
- Understanding the impact of wider strategies on individuals and teams
- The planning gap – what needs to be done and who's going to do it
- Communicating the plan
- Preparing a plan – case study