



strategic

management

Strategic alignment is one of the top issues for today's organizations. Efficiency is no longer enough to ensure success.

Today's leaders must create effective organizations that can focus on current customer needs, find ways to create increased customer value while at the same time collaborating with partners to create breakthroughs in marketable value.

Improve your long-term competitive position by managing priorities based on strategy. Your results are multiplied when you combine the efficiency gains of technology with the benefits of strategic thinking. Successful implementation of this approach requires a broad set of skills and competencies.

Our high impact training course is based on years of experience as consultants and trainers in all aspects of strategic management.

Performance

Why attend Strategic Management?

Entropy, business evolution and competitive forces continually attempt to eliminate operational excellence. To sustain your company's strategic edge, your managers must become strategic facilitators. This course shows your team how to do this.

Responsibility

Who will benefit?

- Senior managers and executives.
- Managers in strategy-focused organizations
- Analysts or consultants who support managers
- Project managers who need strategic management skills.

Skills & Knowledge

What will they be able to do?

- Understand how to identify your customers and clarify their expectations.
- Find out how to use strategy maps to clarify the strategic context for action.
- Learn how to recognize strategic gaps that require strategic action.
- Practice discussing, clarifying strategy with stakeholders.
- Discover how to draft strategic objectives that close strategic gaps, and plan their implementation.

Getting Underway

When is the best time to train your people?

Strategic Management gives your people the tools they need to build on the strategic thinking and market research you have already undertaken. This building cannot happen too soon.

Contact

Where can you get more information?

Contact us by e-mail at info@processdesignconsultants.com, or visit our website at <http://www.processdesignconsultants.com> for more information on how your people can become Strategy Managers.

Do it!

How it's done

Two-day workshop

Day 1

Introduction

- Objectives, agenda, ground rules
- Participant expectations and introductions

Overview of Strategic Planning Process

Creating and Using a Strategy Map

Day 2

Review

Complete Strategy Map

Validation

Identifying gaps

Drafting objectives and plans

To give your people a thorough work-out, this workshop is divided into presentation and discussion, case study resolution, and application to work-related issues.

The training has been designed to be experiential, with the participants practicing the tools and techniques, as much as possible, on various aspects of the organizational units for which they have regular involvement or responsibility.

Each participant receives a bound manual with explanatory documentation of concepts, tools, techniques, templates, worksheets, and examples. This manual is an essential reference guide for transition toward being a process manager.

The Strategy Management workshop gives your employees the technical skills they need to become strategy-driven team leaders.