MERCURY

Advanced Strategic Management

15 – 19 March 2027
Madrid (Spain)



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Ref: 16188_1010037 **Date:** 15 – 19 March 2027 **Location:** Madrid (Spain) **Fees:** 6200 Euro

Introduction:

Advanced Strategic Management is one of the fundamental pillars for achieving institutional excellence and long-term success in today's highly competitive and constantly evolving business environment. This course aims to equip participants with in-depth knowledge and effective tools to develop robust and sustainable strategies that enhance organizational resilience and adaptability to future challenges.

By focusing on the latest strategic concepts and models, the Advanced Strategic Management training enables participants to analyze both the internal and external environments, assess influential business factors, and develop innovative strategies that drive growth and enhance long-term organizational value. While formulating an effective strategy is a crucial step, the real challenge lies in executing that strategy successfully to achieve tangible and distinguished results.

This Advanced Strategic Management program focuses on equipping professionals with the skills and competencies required to transition from strategic planning to effective tactical implementation. Participants will learn how to align execution with the organization's overarching strategic goals, enhancing their capacity to achieve measurable outcomes that contribute to organizational success and competitiveness.

Targeted Groups:

This Advanced Strategic Management training targets professionals seeking specialized knowledge and skills:

- Executive managers and senior leadership.
- Team leaders and heads of strategic departments.
- Strategic planning and business development professionals.
- Management consultants and institutional decision-makers.
- Ambitious professionals aiming to strengthen their strategic execution skills.

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Training Course Objectives:

By the end of this Advanced Strategic Management course, participants will be able to:

- Understand the planning and execution of a strategic framework across all organizational levels, fostering coordination and collaboration among teams.
- Recognize the role of planning and control as key enablers for achieving strategic and operational goals.
- Learn and apply essential principles and concepts of planning and decision-making to make effective strategic choices that positively impact performance.
- Apply strategy, operational planning, and tactical execution concepts in practical scenarios to achieve goals efficiently and effectively.
- Design and maintain organizational structures, processes, and systems that support tactical, operational, and strategic success.
- Develop the ability to understand business context, seize available opportunities, and launch initiatives that adapt to competition and rapid changes in the business environment.
- Strengthen strategic analysis skills and effectively assess internal and external environments to identify strengths, weaknesses, opportunities, and threats.
- Formulate innovative strategies that support sustainable competitiveness while delivering high-level results aligned with stakeholder expectations.
- Enhance leadership and guidance skills to empower participants in managing and motivating teams toward achieving strategic goals.

Targeted Competencies:

Participants will gain the following competencies during the Advanced Strategic Management program:

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- Understand the distinctions between strategy, operations, and tactics, and how these roles function within the organization.
- Master the integration of planning and execution to ensure successful strategy realization.
- Analyze the relationship between vision, mission, and planning, and their impact on team morale, cohesion, and unity of purpose.
- Understand hierarchical planning and how to apply it across various contexts to ensure alignment across organizational levels.
- Conduct a mission analysis and lead its effective implementation to prioritize efforts aligned with strategic goals.
- Accurately measure progress and outcomes using Key Performance Indicators KPIs to evaluate success and revise strategies when necessary.
- Enhance critical thinking skills for data analysis and informed decision-making that supports strategic effectiveness.
- Apply change management strategies to enhance adaptability in dynamic market conditions and facilitate a swift and efficient response.
- Develop strategic leadership capabilities to guide and motivate teams toward shared goals effectively.
- Understand group dynamics and their influence on organizational performance, contributing to strong and cohesive teams.

Course Content:

Unit 1: Strategy for Vision and Direction Setting:

- Understanding vision, mission, and goals as essential elements of institutional identity and future direction.
- Developing corporate-level strategies aligned with the organization's vision and market needs.
- Competitive strategy and positioning, including competitor analysis and market strength/weakness assessment.
- Planning for offense, defense, and maneuvers to respond to changes in the business environment effectively.

Unit 2: Operational Campaign Planning - Turning Strategy into Action:

- Utilizing integrated hierarchical organization and mission analysis to create effective campaign planning frameworks.
- Understanding and applying core operational concepts such as:
    - Center of gravity, main effort, result-oriented focus, economy of effort, main direction, and supporting effort.
- Making effective decisions under resource constraints by setting priorities and understanding what to do and why.
- Building campaign plans aligned with the overall strategic implementation.

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- Developing maneuvering skills and positioning tactics to ensure competitive excellence.

Unit 3: Operational Systems and Processes - Setting the Stage for Strategic Execution:

- Strategic mapping and identifying organizational systems and process components that support strategy execution.
- Evaluating the financial perspective to ensure alignment between financial resources and strategic goals.
- Understanding the customer perspective and its influence on service and product strategies.
- Operations management and innovation, focusing on efficiency improvement and customer satisfaction.
- Developing a learning and growth system, including the enhancement of human capital and innovation within organizational settings.

Unit 4: Tactics for Leading Performance in Direct Competition and Challenges:

- Breaking down strategic goals into controllable objectives and actions to achieve measurable results.
- Providing guidance efficiently and effectively to enhance team engagement and shared goal achievement.
- Encouraging initiative, flexibility, and adaptability within a strategic framework that includes execution plans and organizational structures.
- Performance management focused on achieving results, with an emphasis on improving efficiency and productivity.
- Applying feedback and adaptation mechanisms to ensure continuous improvement in processes.

Unit 5: Strategic Performance Evaluation and Continuous Improvement:

- Developing KPIs to measure the effectiveness of strategies and goal attainment.
- Periodically evaluating strategic performance to ensure alignment with defined objectives.
- Applying continuous improvement principles to enhance operations and organizational efficiency.
- Analyzing data and information to understand performance drivers and make evidence-based decisions.
- Promoting a culture of innovation and continuous learning within the organization to support growth and adaptability to future changes.