MERCURY

Advanced Strategic Management Training Course

12 – 16 July 2027
Vienna (Austria)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Ref: 1042_254219 **Date:** 12 – 16 July 2027 **Location:** Vienna (Austria) **Fees:** 5900 Euro

Strategic Management and Leadership Course Enhancement

Managers and leaders embarking upon senior strategic roles must navigate the complexities of developing and executing strategies in a diversifying global market. The significance of integrating advanced strategic management and leadership course techniques cannot be overstressed in these situations. Crafting a proficient team, managing resources, and cultivating relationships is crucial for impacting the organization's value chain and achieving measurable outcomes. It requires a holistic view of one organization and its global environment to excel as an influential and visionary leader.

The **advanced strategic management** course is intricately designed to refine your proficiency and equip you for immediate performance enhancement and future organizational success.

Targeted Audiences for Courses in Strategic Management

- Executives and high-level managers taking on additional strategic leadership responsibilities.
- Middle managers are committed to their businesses' strategic outcomes and overall performance.
- Supervisors and team leaders engage in strategic planning training courses to strengthen their capabilities.

Course Objectives: Leveraging Advanced Negotiation and Strategic Planning Training

Participants of this strategic management certificate course will emerge with the ability to:

- Align the organization with innovative strategies and cultivate an adaptive corporate culture.
- Maintain a consistent focus on strategic imperatives and operational objectives amidst market fluctuations.
- Expand their intellectual horizons and foster a questioning mindset that challenges conventional thinking.
- Amplify efficacy in building collaboration, ensuring strategies are embraced and operational teams cooperate.
- Hone their strategic leadership abilities and form a robust, dedicated leadership team.
- Propel enhanced performance at individual, team, and organizational strata.
- Navigate successfully through the rapidly evolving global business landscape.
- Assert their role in strategic initiatives and transformative organizational change.
- Offer insightful perspectives on the intricacies and challenges of the contemporary economy.
- Make judicious decisions regarding the allocation of budgets and resources.

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Targeted Competencies: From Strategic Management Training to Practical Application

- Profound Strategic Thinking
- Leadership that shapes and nurtures successful teams
- In-depth Strategic Planning
- Decisive Strategic Decision-making
- Thorough Competitive Analysis
- Benchmarking for performance enhancement

Advanced Strategic Management Course Content

Unit 1: What is Strategic Management?

- Re-imagining Strategic Management for the Contemporary Era
- Clarifying the Role of Strategic Management
- Expectations from the strategic managers functions and capabilities
- Unpacking the Strategy Hierarchy
- Addressing Global Changes and Challenges
- Analyzing Case Studies on Effective Strategies
- Exploring the Advantages of Strategic Management

Unit 2: Delving into The Strategic Process

- Unraveling the Strategic Process
- Strategy versus Strategic Planning demystification
- Choosing the Right Strategies for Success
- The importance of the Environmental Scan
- MBC Versus SBC Strategies - A Comparative Study
- Ruminating on Strategic Failures and how they can be prevented
- Avoiding Strategic Management Failures
- Revelations from Historical Strategic Management Successes
- Blue Ocean Versus Red Ocean Strategies - Exploring New Markets
- Integrating Value into the Value Chain
- Applying acquired knowledge to your organization's unique context

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Unit 3: Developing Integral Strategic Management Skills

- Cultivating thought processes akin to a Strategic Manager
- Understanding Leadership Capabilities within the sphere of Strategic Management
- Conducting Self-Analysis for leadership improvement
- Enhancing your Strategic Skillset
- Guiding teams through the Strategic Process efficiently
- Studying the approaches of exceptional Strategic Leaders
- Mastering strategic communication and implementing change

Unit 4: Facilitating Culture & Change in Advanced Strategic Management

- Assessing Corporate Culture role in strategic implementation
- The Leaders are responsible for culture creation
- Strategies for Successful Merger and Acquisition
- Insights into M&A failures and strategic tips for avoiding them
- Strategies for aligning culture with new strategic goals
- The ten commandments of building an organizational culture
- Navigating the puzzles presented by multicultural corporations
- Making strategic alterations work in real-world scenarios

Unit 5: Constructing and Executing The Strategic Plan

- Preparing a comprehensive Strategic Plan
- The execution of Corporate strategies - Best practices
- Process of Evaluating and monitoring strategic initiatives
- Understanding the Dynamics of Strategic Execution
- Establishing a Lasting Leadership Legacy through Strategic Planning Courses

The articulation of this strategic management training embodies comprehensive learning. It is designed to address the training needs of emerging strategic leaders, equipping them with the knowledge required to thrive in their respective fields.