

# aractech

Global Learning for Operational Leaders



LEADERSHIP AND MANAGEMENT | LM-023

## Business Strategy and Change

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# Course content

## Why Attend

Organizations must continuously adapt to market shifts, competitive pressures, technological disruption, and changing customer expectations. Success depends on building strong strategies and managing change effectively. This course provides participants with practical tools to develop business strategies, translate plans into action, lead transformation initiatives, manage resistance, and evaluate results in dynamic environments.

## Course Methodology

• This course uses an interactive and practical approach through presentations, case studies, workshops, group discussions, strategy exercises, change simulations, and real workplace examples.

## Course Objectives

- Understand modern business strategy concepts and frameworks
- Apply strategic analysis tools to evaluate markets and organizations
- Translate strategy into execution plans with measurable outcomes
- Use proven change management models effectively
- Manage resistance and improve stakeholder buy-in
- Strengthen leadership skills during transformation

## Target Audience

- Managers and Executives
- Strategy Professionals
- Project Managers
- Change Management Leaders

# Course outline

## Detailed course outline

Day-by-day outline for Business Strategy and Change.

### Day 1 - Foundations of Business Strategy

- Core concepts and importance of business strategy
- Strategic thinking in competitive environments
- Analysing internal and external business conditions
- Using SWOT and PESTEL frameworks
- Scenario planning for uncertainty and market shifts
- Competitive positioning and strategic choices

### Day 2 - Strategy Execution and Performance Measurement

- Converting strategy into operational action plans
- Common barriers to successful execution
- Performance systems for monitoring progress
- Goal-setting methods to align strategy and outcomes
- Strategic portfolio management and prioritisation
- Aligning resources with strategic capabilities

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### Day 3 - Foundations of Change Management

- Nature of organizational change in evolving markets
- Overview of Kotter, ADKAR, and McKinsey 7-S models
- Leadership responsibilities during transformation
- Emotional intelligence in managing change
- Assessing organizational culture readiness
- Selecting the right change framework for the situation

### Day 4 - Managing Resistance and Navigating Change

- Sources of resistance during change initiatives
- Techniques to reduce resistance and gain commitment
- Communication and engagement during transitions
- Managing politics and power dynamics in change programs
- Understanding employee experience through change stages
- Supporting stakeholders during complex transitions

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### Day 5 - Evaluating Change and Strategic Decision Making

- Measuring results of change initiatives
- Decision-making frameworks for strategic choices
- Ethical issues in transformation environments
- Measuring ROI of change initiatives
- Digital transformation and AI impacts on strategy
- Using analytics in strategic decisions

# Seminar dates

## Available seminar dates

Live dates and pricing for Business Strategy and Change generated from the course details page.

Date	Location	Format	Fee
1 - 5 June 2026	Kuala lumpur	Classroom	€1,575
8 - 12 June 2026	Amsterdam	Classroom	€2,940
15 - 19 June 2026	London	Classroom	€2,975
6 - 10 July 2026	Kuala lumpur	Classroom	€1,575
20 - 24 July 2026	Amsterdam	Classroom	€2,975
3 - 7 August 2026	London	Classroom	€2,695
10 - 14 August 2026	Barcelona	Classroom	€2,975

**Live online option**

Online delivery is available at €1,250.