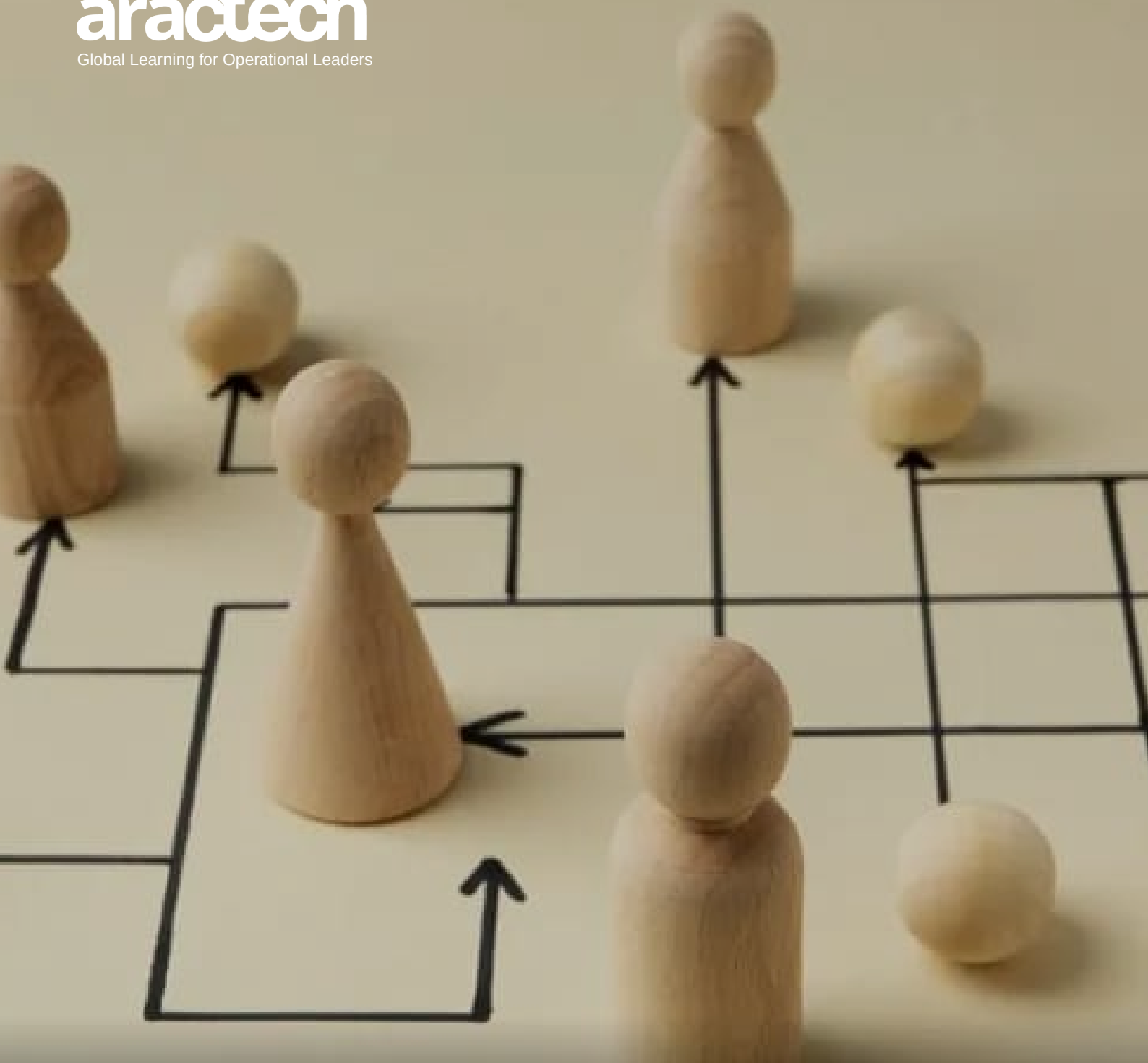




PLANNING AND STRATEGY MANAGEMENT | PSM-014

Corporate Strategy Development Workshop

Contact

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Waarderweg 50, 2031PB Haarlem - Netherlands.

Course content

Why Attend

Corporate strategy decides where an organisation competes, how it allocates resources across businesses and how it creates value as a whole. It requires rigorous analysis and clear choices.

This Aractech workshop covers corporate strategy concepts, portfolio analysis, growth strategies, diversification and synergies, mergers, acquisitions and partnerships, resource allocation, parenting advantage and strategy implementation. Participants develop a corporate strategy outline.

Course Methodology

- Strategy frameworks
- Portfolio workshops
- Case studies
- Group discussions
- Presentations

Course Objectives

- Explain corporate strategy concepts
- Analyse business portfolios
- Evaluate growth and diversification options
- Assess synergies and parenting advantage
- Evaluate M&A and partnership options
- Allocate resources and plan implementation

Target Audience

- Strategy directors and managers
- Senior executives

Course content

- Corporate development professionals
- Business unit heads

Course outline

Detailed course outline

Day-by-day outline for Corporate Strategy Development Workshop.

Day 1 - Corporate Strategy

- 09:00-09:45 | Business versus corporate strategy
- 09:45-10:30 | Value creation
- 10:30-11:00 | Corporate purpose
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Corporate purpose (continued)
- 11:45-12:30 | Strategic ambition
- 12:30-14:00 | Exercise: Strategy review

Day 2 - Portfolio Analysis

- 09:00-09:45 | Portfolio matrices
- 09:45-10:30 | Business attractiveness
- 10:30-11:00 | Competitive position
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Competitive position (continued)
- 11:45-12:30 | Cash flows
- 12:30-14:00 | Workshop: Portfolio analysis

Course outline

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Day 3 - Growth Options

- 09:00-09:45 | Organic growth
- 09:45-10:30 | Diversification
- 10:30-11:00 | Internationalisation
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Internationalisation (continued)
- 11:45-12:30 | Synergies
- 12:30-14:00 | Exercise: Option evaluation

Day 4 - Inorganic Strategies

- 09:00-09:45 | Mergers and acquisitions
- 09:45-10:30 | Alliances
- 10:30-11:00 | Divestments
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Divestments (continued)
- 11:45-12:30 | Parenting advantage
- 12:30-14:00 | Case study: Portfolio restructuring

Course outline

Detailed course outline

Day-by-day outline for Corporate Strategy Development Workshop.

Day 5 - Resource Allocation and Implementation

- 09:00-09:54 | Capital allocation
- 09:54-10:48 | Governance
- 10:48-11:00 | Strategy execution
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Strategy execution (continued)
- 12:12-13:06 | KPIs
- 13:06-14:00 | Capstone: Corporate strategy outline

Seminar dates

Available seminar dates

Live dates and pricing for Corporate Strategy Development Workshop generated from the course details page.

Date	Location	Format	Fee
2 - 6 November 2026	Munich	Classroom	€3,225
21 - 25 December 2026	Amsterdam	Classroom	€2,830
18 - 22 January 2027	Barcelona	Classroom	€2,815
15 - 19 February 2027	Frankfurt	Classroom	€1,875
15 - 19 March 2027	Rome	Classroom	€3,460
19 - 23 April 2027	Kuala Lumpur	Classroom	€1,925
17 - 21 May 2027	Barcelona	Classroom	€2,815
21 - 25 June 2027	London	Classroom	€2,315
19 - 23 July 2027	Geneva	Classroom	€4,315
16 - 20 August 2027	Amsterdam	Classroom	€2,830

Seminar dates

Available seminar dates

Live dates and pricing for Corporate Strategy Development Workshop generated from the course details page.

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20 - 24 September 2027	Barcelona	Classroom	€2,815
18 - 22 October 2027	Frankfurt	Classroom	€1,875
15 - 19 November 2027	Rome	Classroom	€3,460
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2 - 6 November 2026	Online / Live	Online / Live	€1,815
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19 - 23 April 2027	Online / Live	Online / Live	€1,815

Seminar dates

Available seminar dates

Live dates and pricing for Corporate Strategy Development Workshop generated from the course details page.

Date	Location	Format	Fee
17 - 21 May 2027	Online / Live	Online / Live	€1,815
21 - 25 June 2027	Online / Live	Online / Live	€1,815
19 - 23 July 2027	Online / Live	Online / Live	€1,815
16 - 20 August 2027	Online / Live	Online / Live	€1,815
20 - 24 September 2027	Online / Live	Online / Live	€1,815
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