



aractech

Global Learning for Operational Leaders

PLANNING AND STRATEGY MANAGEMENT | PSM-008

The Advanced Business Strategist

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Course content

Why Attend

Managers and directors come from various fields—technical, commercial, financial—but they all need strong strategic management skills to guide their organizations towards future success.

This The Advanced Business Strategist training course is designed for senior leaders to deepen or update their knowledge of strategic management tools and techniques for effective innovation, strategizing, and planning.

Course Methodology

Course Objectives

- Select appropriate tools for reviewing business and economic context for your business
- Apply tools and techniques for strategy development, recognising that the order and approach affects decision making
- Learn about innovative and incremental strategy development
- Consider the impact of culture on strategy implementation and review effectiveness of current approaches
- Develop your leadership capabilities to inspire, motivate and engage with all employees

Target Audience

• This training course is designed for individuals who currently hold or aspire to hold middle and senior management positions and wish to sharpen their analytical skills as well as enhance their ability to communicate effectively to gain commitment to achieving business results. They will be responsible for contributing to the development of corporate strategies and objectives as well as their communication and implementation. They include:

- Directors and senior managers
- Team Leaders
- Corporate strategy, HR and other functional managers

Course outline

Detailed course outline

Day-by-day outline for The Advanced Business Strategist.

Day 1 - The Strategizing Process

- Why strategize: 21st century changes and challenges?
- Psychological aspects of decision making
- Strategic thinking – who, how, when & why
- Examples of strategy success and failure
- The functions and capabilities of a strategic manager
- Culture and strategic choices

Day 2 - The Strategic Process

- Impact of external change: competitive positioning, technology, regulation
- Innovation: Blue v Red Ocean strategies
- The strategy hierarchy
- Realising the strategies: making them happen
- Recognising & reacting to disruptive competition
- Competitive positioning

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Day 3 - Strategic Management Skills

- Leadership theories & styles
- Attributes of successful leaders
- Strategic skills: traits or contextual
- Visioning, communicating & framing
- Team and organisation perspectives on implementing strategies
- Leading others through the strategic process

Day 4 - Managing the Culture

- The significance of corporate culture
- Facets of culture: the cultural web
- The Leaders role in establishing the culture
- Managing in a multi-cultural corporation
- Impact of culture on strategy roll out
- Challenges of mergers & acquisitions

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Day 5 - Tactics and Plans

- Employing tactics to achieve objectives
- What type of plan?
- Owning and implementing plans
- Strategic execution: budgeting, forecasting & adjusting to reality
- Aligning corporate to individual objectives
- A culture of learning

Seminar dates

Available seminar dates

Live dates and pricing for The Advanced Business Strategist generated from the course details page.

Date	Location	Format	Fee
15 - 19 June 2026	Barcelona	Classroom	€2,695
20 - 24 July 2026	London	Classroom	€2,940
3 - 7 August 2026	Munich	Classroom	€2,415
7 - 11 September 2026	Amsterdam	Classroom	€2,975
12 - 16 October 2026	Istanbul	Classroom	€1,995
9 - 13 November 2026	Rome	Classroom	€2,975
14 - 18 December 2026	Istanbul	Classroom	€1,995

Live online option

Online delivery is available at €1,250.