
COURSE DESCRIPTION

CHV127 – Strategic Business Planning and Implementation Process

Course goal

Participants are able to use a proven and practical methodology for developing and implementing a strategy for their business or functional unit.

For the development process, the participants will have a toolbox at hand to design their strategy. With various concepts (i.e. Balanced Scorecard (BSC), the strategy maps and business model generation) the participants know how to define action plans, implement the strategy and how to track the achievement of goals (e.g. revenues, costs, market share, productivities etc.). The most important tools are used in a case study based on a fictional company.

Main learning objectives

Participants

- recognize the importance of systematic development of a strategy and its methodical implementation
- know the process and the individual methods that are required for developing and implementing the strategy
- are familiar to use a set of tools in various business situations
- know how to deal with change management topics during the whole process.

Participant profile

Employees of a unit who are involved in elaborating and implementing the strategy or have to deal with strategic questions. The size of the respective unit is of no importance for participation.

Prerequisites

Involvement in strategic planning or implementation processes in their unit. Interested in strategic questions and the willingness to deal with the practical implementation.

Topics

Strategic methods and tools

- Strategic analysis: Company
 - Business model
 - Value chain
 - Life cycle management
 - Core competencies
 - Organizational structure and culture
- Strategic analysis: Market
 - Market definition and segmentation
 - Customer value analysis
 - Environmental analysis
 - Competitive analysis
- Strategy development: Scenarios
 - Trends and drivers
 - Basic growth approaches
 - Strategy evaluation
- Strategy implementation
 - Assignment control
 - Balanced goal definition measurements
 - Strategy map
 - Strategic action plan
 - Vision & business mission

Success factor change management

Case study “The Radius Company”

Course type

This is a face-to-face class room training with min. 7 and max. 16 participants.

Learning methods and tools

Lectures, small group discussions, case study
Laptop or tablet is required to have access to the e-documentation. Please bring your own device.

Duration

2 + 1 days