



PFT CORPORATE TRAINING SERIES

COURSE TITLE

FUNDAMENTALS OF STRATEGY AND COMPETITIVE ANALYSIS (Course code: PCTS0020)

LEARNING OUTCOMES

The course enables participants to appreciate the systematic development process to be adopted in crafting successful business strategy. Participants will be able to acquire skills and understand frameworks for environmental scanning and position analysis, which will then form the basis for strategy development. Participants will, through a series of practical case studies, also develop the ability to identify and evaluate strategic options consistent with the organizational position. They will also get insights into specific implementation challenges and methods of over-coming these to convert a successful plan into impactful action.

COURSE CONTENT

- Importance of strategy and the linkage to strategic objectives and mission
- Approaches to Strategic Planning
- Strategic analysis - significance and the role of analysis in developing strategy
- Examining strategic capabilities - internal analysis
- Environmental scanning - external analysis
- The impact of stakeholders on strategic objectives and position
- Generation and evaluation of Strategic Options
- Practical challenges in implementing strategies
- Managing implementation challenges and driving strategic change

WHO SHOULD ATTEND?

This course is relevant and useful to those wishing to develop skills in, or be involved with, strategic planning and analysis. It will help participants master the concepts and techniques that are required to earn and continue to add value to a seat at the leadership table and become a key player in driving the strategic planning process within their organizations.

DURATION

6 hours (this is run as 2 sessions of 3 hours each or as one full day of 6 hours)

