

ADVANCED PROFESSIONAL CERTIFICATE IN STRATEGIC MANAGEMENT



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TRAINING CENTER



Introduction

Strategic management connects where an organisation wants to go with how it actually gets there, and most failures happen between those two points. The Advanced Professional Certificate in Strategic Management Training Course builds the capability to close that gap. Participants learn to analyse their competitive environment, choose a defensible position, and convert strategy into plans, budgets, and accountable delivery. Furthermore, the course covers governance, risk, performance measurement, and stakeholder alignment. In addition, it addresses strategy review and adjustment when results fall short. As a result, participants return able to manage strategy as a continuous discipline rather than an annual document.

Advanced Professional Certificate in Strategic Management Course Objectives

- Apply PESTLE, SWOT, and Porter's Five Forces to strategic analysis.
- Build competitive strategy using value chain and positioning models.
- Formulate strategy with vision, strategic choices, and the Balanced Scorecard.
- Translate strategy into operating plans, budgets, and owner assignments.
- Apply KPI frameworks and dashboards to monitor strategic progress.
- Manage strategic risk with risk registers and scenario planning.
- Align governance structures with strategy and accountability.
- Apply stakeholder mapping and influence techniques to build support.
- Conduct strategy reviews and adjust plans based on evidence.
- Build a personal strategic management development plan.

Course Methodology

- Instructor-led sessions linking strategy theory to management practice.

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- Case studies of strategic success and failure across several sectors.
- Practical exercises in competitive analysis, strategy mapping, and budgeting.
- Simulation of a strategic review cycle with performance data.
- Group workshops building strategic plans, KPI sets, and risk registers.
- Continuous knowledge checks and a final assessed strategy project.

Who Should Take This Course

- Strategy and planning managers.
- Senior managers and heads of function.
- Business unit and programme leaders.
- Performance and corporate planning officers.
- Management consultants and internal advisors.
- High-potential managers preparing for strategic roles.

Advanced Professional Certificate in Strategic Management Course Outlines

Day 1: Strategic Analysis and Competitive Positioning

- Strategic management versus operational management.
- Environmental analysis with PESTLE and SWOT.
- Industry analysis with Porter's Five Forces.
- Value chain analysis and sources of competitive advantage.
- Competitor profiling and market positioning.
- Identifying strategic issues and critical uncertainties.
- Workshop: conducting a competitive analysis of an organisation.





Day 2: Strategy Formulation and Choice

- Vision, mission, and strategic intent.
- Strategic choice models and portfolio decisions.
- Growth, consolidation, and diversification strategies.
- Blue Ocean thinking and value innovation.
- Strategy maps and the Balanced Scorecard.
- Testing strategic options against capability and resources.
- Workshop: formulating strategic options and selecting a direction.

Day 3: Strategy Execution and Operating Plans

- Translating strategy into annual operating plans.
- Aligning budgets, resources, and investment decisions.
- Assigning owners, milestones, and accountability.
- Programme and portfolio management for strategy delivery.
- Change management with Kotter's eight-step model.
- Communicating strategy across the organisation.
- Workshop: building a strategic operating plan with milestones.

Day 4: Performance, Risk, and Governance

- Designing strategic KPIs and leading versus lagging measures.
- Performance dashboards and management reporting.
- Strategic risk registers and mitigation planning.
- Scenario planning and contingency preparation.
- Governance structures, board reporting, and accountability.

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- Ethical and compliance considerations in strategy.
- Workshop: building a strategic KPI framework and risk register.

Day 5: Strategy Review, Learning, and Adaptation

- Running effective strategy review cycles.
- Analysing variance between plan and results.
- Deciding when to persist, pivot, or stop an initiative.
- Stakeholder communication during strategy adjustment.
- Building organisational learning and institutional memory.
- Personal resilience and strategic leadership presence.
- Workshop: presenting a strategy review and adaptation plan.

Conclusion

By successfully completing the Advanced Professional Certificate in Strategic Management Training Course, participants will have acquired the knowledge to analyse their competitive environment, formulate and choose strategy deliberately, convert it into operating plans and budgets, and monitor delivery through KPI frameworks. They will also gain the ability to manage strategic risk, strengthen governance, and adjust strategy based on evidence. Furthermore, the course prepares managers to treat strategy as an ongoing management discipline. Gentex Training Center delivers this programme with a strong emphasis on practical, workplace-ready strategic management.

FAQs





Q1 What is the "Advanced Professional Certificate in Strategic Management" course about?

It is a comprehensive programme on managing strategy end to end. It covers environmental and competitive analysis, strategy formulation and choice, translation into operating plans and budgets, KPI and dashboard design, strategic risk and governance, stakeholder alignment, and strategy review and adaptation.

Q2 What are the key benefits of the "Advanced Professional Certificate in Strategic Management" course?

Participants gain a complete method for turning strategic intent into delivered results, which reduces the common gap between plan and performance. The course improves competitive analysis and option selection, strengthens budget and resource alignment, raises governance and risk discipline, and gives management clear evidence for adjusting direction.

Q3 What skills will I gain from the "Advanced Professional Certificate in Strategic Management" course?

Strategic and competitive analysis; strategy formulation, option appraisal and planning; execution management with budgets, KPIs and dashboards; and strategic risk control, governance and strategy review.



Q4 What tools, methods, or standards are covered in the "Advanced Professional Certificate in Strategic Management" course?

The course covers PESTLE, SWOT and Porter's Five Forces, value chain analysis, competitor profiling, portfolio and Ansoff-style strategic choice models, Blue Ocean value innovation concepts, strategy maps and the Balanced Scorecard, operating plan and budget alignment, KPI frameworks with leading and lagging indicators, performance dashboards, strategic risk registers, scenario planning, Kotter's eight-step change model, and governance and board reporting structures.

Q5 How is the "Advanced Professional Certificate in Strategic Management" course applied in real-world practice?

Graduates apply it by running structured competitive analysis, selecting a strategic direction with clear rationale, and converting it into an operating plan with budgets, owners, and milestones. They also build KPI dashboards and risk registers, report progress to governance bodies, and run review cycles that decide whether to persist, pivot, or stop initiatives.