CERTIFICATE IN STRATEGY



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Introduction

Certificate in Strategy examines what strategy actually is, how it is chosen, and how it gets delivered across an organization. This Training Course covers strategic thinking, competitive analysis, business model design, and execution governance. Participants study PESTLE, Porter's five forces and generic strategies, the Strategy Diamond, Ansoff's matrix, the Business Model Canvas, VRIO analysis, and the Balanced Scorecard. Furthermore, the programme connects theory to application through strategy labs, case-based analysis, and strategy presentation exercises. As a result, delegates leave able to think strategically, choose direction with evidence, and explain that choice to others.

Certificate in Strategy Course Objectives

- Define strategy and distinguish it from tactics and planning.
- Apply PESTLE, scenario methods, and five forces analysis.
- Assess internal resources using VRIO and value chain review.
- Select competitive strategies: cost, differentiation, and focus.
- Design growth options using Ansoff and portfolio logic.
- Build business models and value propositions.
- Develop mission, vision, and strategic objectives.
- Formulate strategy at corporate, business, and functional levels.
- Translate strategy into initiatives and measures.
- Govern delivery, review progress, and correct course.

Course Methodology

- Interactive workshops using real strategy cases and documents.
- Environmental and competitive analysis labs.
- Strategy framework application and option generation exercises.

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- Business model and value proposition design workshops.
- Strategy presentation and defence simulation.
- Action planning that converts each session into a workplace commitment.

Who Should Take This Course

- Managers moving into strategic roles.
- Strategy and planning analysts.
- Department heads and business unit managers.
- Entrepreneurs and business founders.
- Finance and commercial professionals.
- Consultants advising on strategy.
- Professionals preparing for senior management roles.

Certificate in Strategy Course Outlines

Day 1: What Strategy Is and Is Not

- Defining strategy, tactics, and operational planning.
- Strategy as choice: where to play and how to win.
- Levels of strategy: corporate, business, and functional.
- Schools of strategy and their practical use.
- Mission, vision, values, and strategic intent.
- Stakeholders and strategic legitimacy.
- Building the strategic agenda.

Day 2: External and Internal Analysis

- PESTLE and megatrend environmental scanning.
- Porter's five forces and industry attractiveness.
- Scenario planning and uncertainty handling.
- VRIO and resource-based analysis.
- Value chain and capability assessment.
- SWOT, TOWS, and strategic gap analysis.
- Competitor analysis and benchmarking.

Day 3: Strategic Options and Choices

- Porter's generic strategies: cost, differentiation, and focus.
- Ansoff growth matrix and diversification logic.
- Build, buy, and partner decisions.
- Portfolio analysis: BCG matrix and GE-McKinsey.
- Blue ocean strategy and value innovation.
- The Strategy Diamond and integrated choice.
- Evaluation criteria and option selection.

Day 4: Business Models and Strategic Objectives

- The Business Model Canvas and its nine blocks.
- Revenue models and pricing architecture.
- Customer segments and value proposition design.
- Ecosystem, platform, and partnership models.
- Setting strategic objectives and targets.
- Investment appraisal and strategic risk.
- Documenting the strategy and business case.

Day 5: Execution, Measurement, and Review

- Strategy maps and cause-and-effect logic.
- Balanced Scorecard perspectives and measures.
- OKR design and cascade practice.
- Governance forums and review cadence.
- Change management: Kotter and ADKAR.
- Benefits realisation and strategy reporting.
- Personal action plan and continuous improvement.

Conclusion

By successfully completing Certificate in Strategy, participants will have acquired a practical command of strategic analysis, competitive positioning, business model design, and execution governance. They will know how to make strategic choices on evidence, explain them clearly to stakeholders, and translate them into initiatives with measurable measures. In addition, the course prepares delegates to review progress and adjust direction as conditions change. As a result, they return to work ready to contribute to strategy with structure and judgement. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

FAQs for the Certificate in Strategy course

Q1 What is the "Certificate in Strategy" course about?

It is a five-day programme that explains what strategy is and how it is chosen and delivered. It covers strategic thinking, external and internal analysis, competitive strategy, growth and portfolio options, business model design, strategic objectives, execution frameworks, and strategy review.

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Q2 What are the key benefits of the "Certificate in Strategy" course?

Participants gain the ability to think strategically rather than operationally, analyse markets and capabilities with recognised frameworks, and choose direction with defensible reasoning. They also learn to explain strategy clearly to colleagues and to translate choices into measurable initiatives.

Q3 What skills will I gain from the "Certificate in Strategy" course?

Strategic analysis with PESTLE, five forces, scenario, and VRIO methods, competitive strategy selection with generic strategy and growth matrix application, business model design with value proposition architecture, and strategy execution with Balanced Scorecard, OKRs, and governance review.

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Q4 What tools, methods, or standards are covered in the "Certificate in Strategy" course?

The course covers strategy definition and the where-to-play and how-to-win framing, corporate, business and functional strategy levels, schools of strategy, mission, vision, value and strategic intent drafting, stakeholder legitimacy analysis, PESTLE and megatrend scanning, Porter's five forces analysis, scenario planning methods, VRIO and resource-based analysis, value chain and capability assessment, SWOT, TOWS and strategic gap analysis, competitor analysis and benchmarking, Porter's generic strategies of cost, differentiation and focus, the Ansoff growth matrix, build, buy and partner decision frameworks, the BCG matrix and GE-McKinsey portfolio analysis, blue ocean strategy and value innovation, the Strategy Diamond, strategic option evaluation criteria, the Business Model Canvas and its nine blocks, revenue model and pricing architecture design, customer segmentation and value proposition design, ecosystem, platform and partnership models, strategic objective and target setting, investment appraisal and strategic risk assessment, strategy documentation and business case structure, strategy maps and cause-and-effect logic, Balanced Scorecard perspectives and measures, OKR design and cascade practice, governance forum and review cadence design, the Kotter and ADKAR change management models, and benefits realisation and strategy reporting methods.

Q5 How is the "Certificate in Strategy" course applied in real-world practice?

Delegates apply it through strategic analyses, five forces assessments, scenario sets, SWOT and TOWS matrices, competitor profiles, option appraisals, business model canvases, value propositions, strategic plans, strategy maps, Balanced Scorecards, OKR sets, initiative charters, governance terms of reference, risk registers, and strategy review reports. They also use it to brief management teams and boards and to support planning cycles.

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