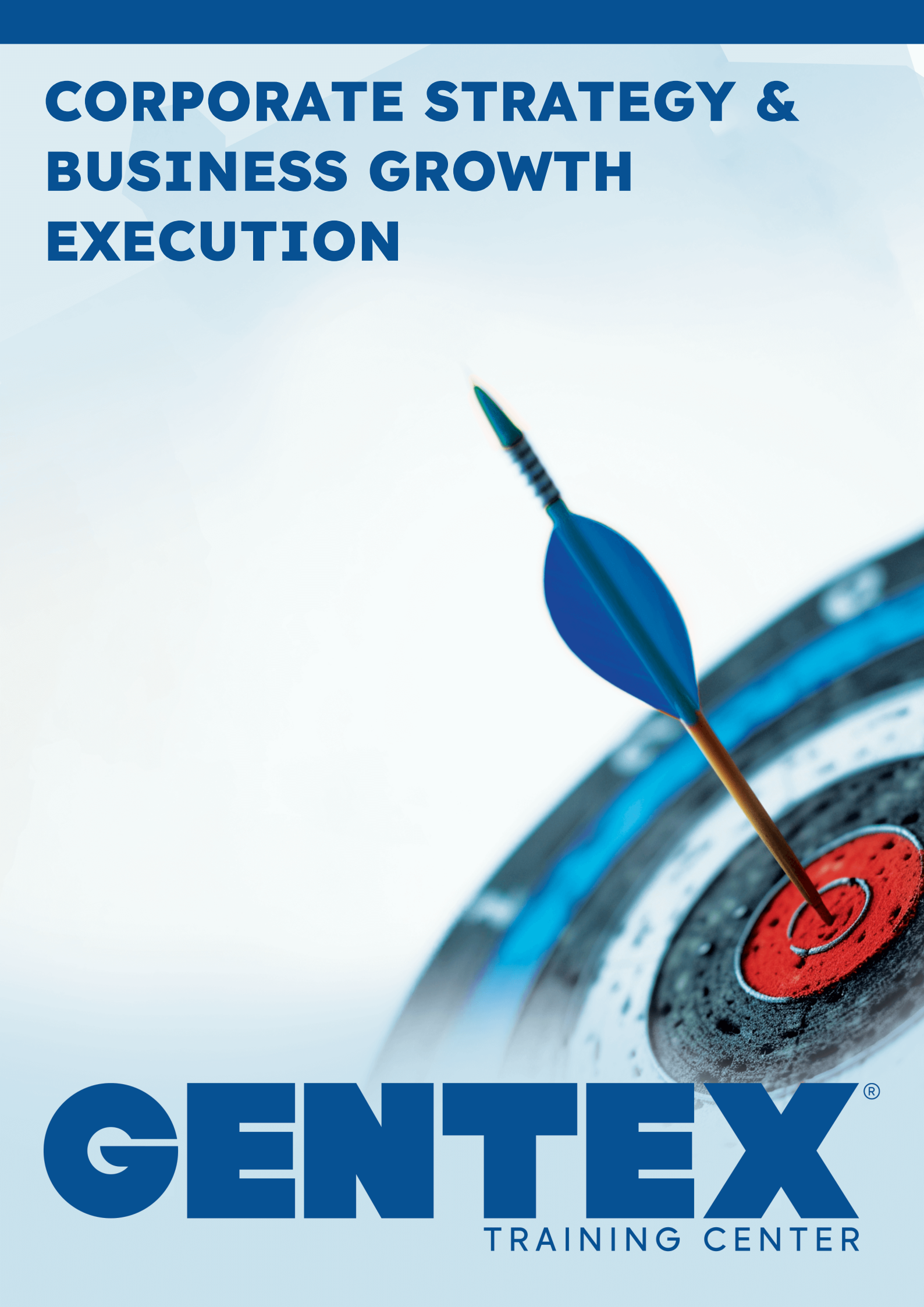
CORPORATE STRATEGY & BUSINESS GROWTH EXECUTION



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Introduction

Corporate Strategy & Business Growth Execution examines how organizations choose where to compete at company level and then make growth actually happen. This Training Course covers corporate portfolio choices, growth pathways, and execution architecture. Participants study the BCG matrix, GE-McKinsey, Ansoff's matrix, the Parenting Advantage framework, McKinsey's Three Horizons, and the Balanced Scorecard. Furthermore, the programme connects strategic choice to delivery through portfolio labs, growth initiative mapping, and execution governance simulations. As a result, delegates leave able to set corporate direction and run growth initiatives that reach their targets.

Corporate Strategy & Business Growth Execution Course Objectives

- Define corporate strategy and separate it from business-level strategy.
- Analyse portfolio composition using BCG and GE-McKinsey matrices.
- Diagnose value creation and Parenting Advantage at group level.
- Select growth pathways: organic, M&A, partnership, and venture.
- Apply the Three Horizons model to balance current and future growth.
- Build the growth thesis and investment case for each initiative.
- Allocate capital and resources across competing growth options.
- Design execution governance and growth review cadence.
- Manage integration risk and synergy realisation in deals.
- Report growth performance and correct course with evidence.

Course Methodology

- Interactive workshops using real corporate strategy and growth files.

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- Portfolio analysis and parenting advantage labs.
- Growth pathway selection and investment case exercises.
- Three Horizons and growth portfolio mapping workshops.
- Execution governance and review simulation.
- Action planning that converts each session into a workplace commitment.

Who Should Take This Course

- Corporate strategy and development professionals.
- Senior executives and heads of business units.
- Group finance and M&A specialists.
- Transformation and growth programme leads.
- Portfolio and investment managers.
- Consultants advising on corporate strategy.
- Professionals leading growth initiatives.

Corporate Strategy & Business Growth Execution Course Outlines

Day 1: Corporate Strategy Foundations

- Defining corporate strategy versus business strategy.
- The corporate parent's role and value added.
- Portfolio logic: where to compete and why.
- Parenting Advantage and fit assessment.
- Corporate governance of strategy and capital.
- Stakeholder expectations and capital market pressures.

- Building the corporate strategy agenda.

Day 2: Portfolio Analysis and Capital Allocation

- BCG growth-share matrix application.
- GE-McKinsey matrix and multi-factor screening.
- Portfolio balance, cash generation, and investment.
- Capital allocation frameworks and hurdle rates.
- Divestment and exit decision criteria.
- Synergy mapping across business units.
- Portfolio performance review routines.

Day 3: Growth Pathways and Strategic Options

- Ansoff growth matrix and expansion logic.
- Organic growth: market penetration and capability build.
- Mergers, acquisitions, and joint ventures.
- Partnerships, alliances, and ecosystem plays.
- Corporate venture capital and incubation.
- Market entry modes and geographic expansion.
- Growth option evaluation and risk assessment.

Day 4: Growth Execution Architecture

- The Three Horizons model for growth balancing.
- Growth initiative portfolio and roadmaps.
- Business case and investment appraisal for growth.
- Resource and capability requirements.

- Operating model and organisational readiness.
- Execution governance and stage gate reviews.
- Integration planning and synergy tracking.

Day 5: Performance, Risk, and Course Correction

- Growth KPI frameworks and leading indicators.
- Benefits realisation and value tracking.
- Growth risk registers and mitigation planning.
- Change management: Kotter and ADKAR.
- Course correction methods and decision rules.
- Reporting growth performance to the board.
- Personal action plan and continuous improvement.

Conclusion

By successfully completing Corporate Strategy & Business Growth Execution, participants will have acquired a practical command of corporate portfolio choices, growth pathway selection, capital allocation, and execution governance. They will know how to set direction at company level, build investment cases that stand up, and run growth initiatives through governed review. In addition, the course prepares delegates to manage integration risk and report growth performance credibly. As a result, they return to work ready to turn corporate strategy into measurable growth. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

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FAQs for the Corporate Strategy & Business Growth Execution course

Q1 What is the "Corporate Strategy & Business Growth Execution" course about?

It is a five-day programme that explains how corporate direction is set and growth delivered. It covers corporate portfolio choices, parenting advantage, BCG and GE-McKinsey analysis, capital allocation, growth pathways including organic, M&A and partnerships, the Three Horizons model, execution governance, and growth reporting.

Q2 What are the key benefits of the "Corporate Strategy & Business Growth Execution" course?

Participants gain the ability to make portfolio choices with clear logic, select growth pathways that fit capability and risk appetite, and build investment cases that withstand board scrutiny. They also learn to govern growth initiatives through stage gates and to measure whether growth actually created value.

Q3 What skills will I gain from the "Corporate Strategy & Business Growth Execution" course?

Corporate portfolio analysis with BCG and GE-McKinsey application, parenting advantage and value creation diagnosis, growth pathway selection with investment case development, and growth execution governance with Three Horizons balancing and benefits realisation.

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Q4 What tools, methods, or standards are covered in the "Corporate Strategy & Business Growth Execution" course?

The course covers corporate versus business strategy distinction, corporate parent role and value-added analysis, portfolio logic and where-to-compete framing, the Parenting Advantage framework, corporate governance of strategy and capital, stakeholder and capital market expectation analysis, the BCG growth-share matrix, the GE-McKinsey matrix and multi-factor screening, portfolio balance and cash generation analysis, capital allocation frameworks and hurdle rate setting, divestment and exit criteria, synergy mapping, portfolio review routines, the Ansoff growth matrix, organic growth and capability building, merger, acquisition and joint venture structuring, partnership, alliance and ecosystem models, corporate venture capital and incubation approaches, market entry mode and geographic expansion analysis, growth option evaluation and risk assessment, the Three Horizons model, growth initiative portfolio and roadmap design, business case and investment appraisal, resource and capability requirement planning, operating model and organisational readiness assessment, execution governance and stage gate review design, integration planning and synergy tracking, growth KPI frameworks and leading indicator design, benefits realisation and value tracking, growth risk registers and mitigation planning, the Kotter and ADKAR change management models, course correction methods and decision rules, and board reporting on growth performance.

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Q5 How is the "Corporate Strategy & Business Growth Execution" course applied in real-world practice?

Delegates apply it through corporate strategies, portfolio reviews, BCG and GE-McKinsey analyses, capital allocation papers, divestment proposals, synergy maps, growth option appraisals, investment cases, Three Horizons maps, growth roadmaps, operating model designs, stage gate frameworks, integration plans, synergy trackers, growth KPI dashboards, and board growth reports. They also use it to brief executive committees and to steer growth programmes.