

STRATEGIC MANAGEMENT EXECUTIVE PROGRAM



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TRAINING CENTER



Introduction

Strategic Management Executive Program Training Course prepares executives and senior managers to think and act strategically at the pace business now demands. Participants learn how to analyse competitive position, choose a direction, and align the organization behind it. The program combines strategy frameworks with practical work on execution, governance, and performance. As a result, learners gain a complete method for moving from insight to approved, funded action. Furthermore, the course strengthens financial judgement, risk oversight, and the leadership presence needed to carry strategy through an organization.

Strategic Management Executive Program Course Objectives

- Analyse competitive environments using PESTLE, Porter's Five Forces, and scenario planning.
- Apply core strategy frameworks including the resource-based view (RBV) and value chain analysis.
- Choose positioning with Porter's generic strategies and blue ocean thinking.
- Evaluate growth and portfolio options with the Ansoff matrix and BCG matrix.
- Translate strategy into execution with the Balanced Scorecard, strategy maps, and OKRs.
- Assess strategic investments with NPV, IRR, and risk-adjusted appraisal.
- Apply stage-gate governance and investment committee discipline.
- Manage strategic risk with risk registers and scenario-based contingency plans.
- Set strategic KPIs and key risk indicators (KRIs) with baselines and targets.
- Lead organizational alignment, decision rights, and strategy communication.

Course Methodology



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- Executive case discussions on strategy, competition, and execution.
- Strategy workshops using PESTLE, Five Forces, and portfolio tools.
- Group work on strategy maps, investment cases, and risk registers.
- Hands-on practice with Balanced Scorecard, OKRs, and KRI sets.
- Simulation of executive strategy reviews and resource trade-offs.
- Executive coaching and peer feedback on strategic leadership practice.

Who Should Take This Course

- Executives, managing directors, and general managers.
- Senior vice presidents and functional directors.
- Strategy directors and corporate development leaders.
- Business unit heads with strategy responsibility.
- Senior finance and business partnering leaders.
- Consultants and advisors supporting executive strategy work.

Strategic Management Executive Program Course Outlines

Day 1: Strategic Analysis and Competitive Context

- Strategic management concepts and levels of strategy.
- Environmental analysis with PESTLE and Porter's Five Forces.
- Competitor analysis and strategic group mapping.
- Value chain analysis and activity-based advantage.
- Resource-based view (RBV) and core competence.
- Scenario planning for strategic uncertainty.





- Case discussion: a strategy that lost its edge.

Day 2: Strategy Choice and Business Model Design

- Porter's generic strategies: cost leadership, differentiation, and focus.
- Blue ocean strategy and value innovation.
- Business model canvas and value proposition design.
- Ansoff matrix for growth direction.
- BCG matrix for portfolio and investment decisions.
- Diversification, synergy, and corporate parenting advantage.
- Workshop: defining a strategic direction and business model.

Day 3: Execution Architecture and Alignment

- Strategy maps and the Balanced Scorecard cascade.
- Objectives and key results (OKRs) at executive level.
- Decision rights, RACI, and accountability structures.
- Organizing for execution: structure, capability, and culture.
- Budgeting and resource alignment with strategic priorities.
- Change leadership for strategy implementation.
- Exercise: designing an execution architecture for a strategy.

Day 4: Investment, Risk, and Governance

- Capital investment appraisal with NPV, IRR, and payback.
- Real options thinking and staged investment decisions.
- Stage-gate governance and investment committee practice.
- Enterprise risk management with risk registers and risk appetite.

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- Scenario planning and stress testing for strategic risk.
- Ethics, conflicts of interest, and accountability.
- Simulation: an investment committee decision under uncertainty.

Day 5: Performance, Review, and Strategic Leadership

- Strategic KPIs and key risk indicators (KRIs) with baselines and targets.
- Dashboards, scorecards, and executive reporting.
- Review triggers and adaptive strategy practice.
- Leading strategy communication across the organization.
- Stakeholder engagement with boards, investors, and regulators.
- Institutionalizing strategy discipline and learning loops.
- Capstone: presenting an executive strategic management plan.

Conclusion

By successfully completing Strategic Management Executive Program, participants will gain a practical command of strategy formulation, execution architecture, and governance at senior level. They will acquire skills in competitive analysis, business model design, investment appraisal, and strategic performance measurement. Gentex Training Center designs the program to help executives set direction and lead the organization to deliver it.

FAQs





Q1 What is the "Strategic Management Executive Program" course about?

It prepares executives to think and act strategically end to end from competitive analysis and strategy choice to execution architecture, investment governance, and performance review. The program keeps the focus on decisions senior leaders actually make.

Q2 What are the key benefits of the "Strategic Management Executive Program" course?

You gain a complete method for moving from strategic insight to funded, coordinated action. The course sharpens competitive judgement, improves business model choices, strengthens investment and risk governance, and builds the confidence to lead strategy across the organization.

Q3 What skills will I gain from the "Strategic Management Executive Program" course?

You will develop four core skills: strategic analysis and competitive positioning, strategy formulation and business model design, execution architecture and organizational alignment, and investment appraisal with strategic risk governance.



Q4 What tools, methods, or standards are covered in the "Strategic Management Executive Program" course?

The program covers PESTLE, Porter's Five Forces, strategic group mapping, value chain analysis, the resource-based view (RBV), Porter's generic strategies, blue ocean strategy, the business model canvas, the Ansoff matrix, the BCG matrix, scenario planning, strategy maps, the Balanced Scorecard, OKRs, RACI and decision rights, NPV and IRR appraisal, real options thinking, stage-gate governance, risk registers, and strategic KPIs and KRIs with baselines and targets.

Q5 How is the "Strategic Management Executive Program" course applied in real-world practice?

Participants apply it to real executive work such as setting a three-year strategic direction, designing a business model for a new market, approving a major investment, and running a mid-year strategy review. The same methods support board papers and organizational restructuring decisions.