STRATEGY MASTERCLASS



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Introduction

Strategy Masterclass examines the full craft of strategy at an advanced level, from diagnosis through choice to delivery and renewal. This Training Course covers competitive analysis, strategic choice, business model design, execution architecture, and performance governance. Participants study PESTLE, Porter's five forces and generic strategies, SWOT and TOWS, VRIO, the Ansoff and BCG matrices, the Business Model Canvas, Blue Ocean strategy, the Balanced Scorecard, and OKRs. Furthermore, the programme connects insight to impact through strategy labs, live case work, and board-level simulation. As a result, delegates leave able to lead strategy thinking at the highest level with confidence and evidence.

Strategy Masterclass Course Objectives

- Define strategy at corporate, business, and functional levels.
- Diagnose industry structure with Porter's five forces.
- Evaluate competitive position with VRIO and value chain analysis.
- Choose among cost leadership, differentiation, and focus strategies.
- Apply Blue Ocean thinking and value innovation to new markets.
- Evaluate growth options with the Ansoff and BCG matrices.
- Design and test business models with the Business Model Canvas.
- Build strategy maps, Balanced Scorecards, OKRs, and KPIs.
- Appraise strategic investment with payback, NPV, and IRR.
- Govern execution, review performance, and renew strategy.

Course Methodology

- Interactive workshops using live and historical strategy cases.
- Competitive and industry analysis labs.

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- Business model design and stress-testing exercises.
- Strategic option appraisal and decision matrix workshops.
- Board-level briefings and challenge simulations.
- Action planning that converts each session into a workplace commitment.

Who Should Take This Course

- Executives, directors, and senior business leaders.
- Strategy directors and corporate planning heads.
- Business unit leaders and general managers.
- Programme and transformation leaders.
- Senior finance and commercial partners.
- Consultants advising on strategy and growth.
- High-potential managers preparing for executive roles.

Strategy Masterclass Course Outlines

Day 1: Strategy Foundations and Strategic Thinking

- Defining strategy, tactics, and planning distinctions.
- The strategy hierarchy: corporate, business, and functional.
- Vision, mission, values, and strategic intent.
- Strategic thinking, mental models, and cognitive bias.
- Stakeholder mapping and mandate definition.
- Ethics, governance, and leadership accountability.
- Building the strategy agenda and workplan.

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Day 2: Diagnosing the External and Competitive Context

- PESTLE and macro-environment scanning.
- Porter's five forces and industry structure analysis.
- Strategic groups, competitor mapping, and war gaming.
- Scenario planning and uncertainty handling.
- Market segmentation, customer insight, and demand shifts.
- Weak signal detection and futures thinking.
- Documenting evidence and strategic assumptions.

Day 3: Building Competitive Advantage and Business Models

- The resource-based view and core competence analysis.
- VRIO, value chain, and capability assessment.
- Cost leadership, differentiation, and focus strategies.
- Blue Ocean strategy and the strategy canvas.
- Business Model Canvas design and stress testing.
- Benchmarking and competitive gap analysis.
- Building the strategic position statement.

Day 4: Strategic Choice, Growth, and Investment

- Growth options with the Ansoff matrix.
- Portfolio logic, the BCG matrix, and parenting advantage.

- Mergers, acquisitions, alliances, and partnerships.
- Evaluation criteria: fit, feasibility, and risk.
- Investment appraisal: payback, NPV, IRR, and real options.
- Prioritisation, sequencing, and trade-off analysis.
- Building the strategic case for the board.

Day 5: Execution Architecture, Performance, and Renewal

- Strategy maps and cause-and-effect logic.
- Balanced Scorecard, OKR, and KPI framework design.
- Organization alignment, incentives, and capability.
- Governance, review cadence, and escalation design.
- Performance dashboards and course correction rules.
- Strategy renewal, ambidexterity, and innovation pipeline.
- Personal leadership action plan.

Conclusion

By successfully completing Strategy Masterclass, participants will have acquired a practical command of competitive diagnosis, strategic choice, business model design, execution architecture, and strategy renewal. They will know how to read industry structure, build defensible advantage, choose between growth paths with evidence, and align an organization behind a chosen direction. In addition, the course prepares delegates to govern performance and renew strategy as markets shift. As a result, they return to work ready to lead strategy at the highest level. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

LEARN BOLD. **LEAD BEYOND**
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FAQs for the Strategy Masterclass course

Q1 What is the "Strategy Masterclass" course about?

It is a five-day programme covering advanced strategy practice end to end. It covers competitive and industry diagnosis, competitive advantage building, business model design with the Business Model Canvas and Blue Ocean thinking, growth and investment choice with the Ansoff and BCG matrices, execution architecture, and strategy renewal.

Q2 What are the key benefits of the "Strategy Masterclass" course?

Participants gain the ability to diagnose industry structure and competitive position with rigour, build advantage on real capability rather than aspiration, and choose growth paths with financial evidence. They also learn to align organization, incentives, and measures behind the strategy and to renew it before performance declines.

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

Competitive and industry diagnosis with PESTLE, five forces, strategic groups, war gaming, and scenario planning, competitive advantage building with VRIO, value chain, generic strategies, and Blue Ocean thinking, business model design with the Business Model Canvas and stress testing, and strategic choice and execution with the Ansoff matrix, BCG matrix, investment appraisal, strategy maps, Balanced Scorecard, and OKR frameworks.

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

The course covers strategy, tactic and planning distinctions, corporate, business and functional strategy hierarchy, vision, mission, values and strategic intent, strategic thinking, mental models and cognitive bias, stakeholder mapping and mandate definition, ethics, governance and leadership accountability, PESTLE environmental scanning, Porter's five forces and industry structure analysis, strategic group mapping, competitor mapping and war gaming, scenario planning and uncertainty handling, market segmentation and customer insight, weak signal detection and futures thinking, the resource-based view and core competence analysis, VRIO, value chain and capability assessment, Porter's cost leadership, differentiation and focus strategies, Blue Ocean strategy and the strategy canvas, the Business Model Canvas and business model stress testing, benchmarking and competitive gap analysis, the Ansoff matrix, portfolio logic, the BCG matrix and parenting advantage, mergers, acquisitions, alliances and partnership analysis, evaluation criteria covering fit, feasibility and risk, payback, NPV, IRR and real options appraisal, prioritisation, sequencing and trade-off analysis, board-level strategic case construction, strategy maps and cause-and-effect logic, Balanced Scorecard, OKR and KPI framework design, organization alignment, incentive and capability design, governance, review cadence and escalation design, performance dashboard and course correction rule design, strategy renewal, organizational ambidexterity and innovation pipeline management, and strategic assumption testing.

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

Delegates apply it through industry and competitor diagnoses, five forces assessments, strategic group maps, war-gaming reports, scenario sets, VRIO and value chain reviews, strategy canvases, Business Model Canvas designs, Ansoff and BCG portfolio reviews, acquisition and alliance appraisals, investment models, board strategy papers, strategy maps, Balanced Scorecards, OKR sets, KPI dashboards, alignment plans, governance terms of reference, review agendas, and strategy renewal papers. They also use it to chair executive strategy sessions and to brief boards on direction and performance.