

THE BOSTON ADVANCED STRATEGIC MANAGEMENT PROGRAMME



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Introduction

The Boston Advanced Strategic Management Programme Training Course prepares senior leaders to make strategy a discipline rather than an annual document. Participants examine how industries shift, how advantage is built and lost, and how strategic choices translate into portfolio, resource, and execution decisions. The programme connects analysis, choice, and delivery in one continuous logic. As a result, learners gain a repeatable method for setting direction under uncertainty. Furthermore, the course strengthens strategic judgement, competitive positioning, and the governance that keeps execution aligned with intent.

The Boston Advanced Strategic Management Programme Course Objectives

- Define strategic intent, mission, and measurable strategic objectives.
- Analyse industry structure using Porter's Five Forces and strategic group mapping.
- Assess internal capability with the VRIO framework and value chain analysis.
- Read the external environment through PESTLE and scenario planning.
- Choose between cost leadership, differentiation, and focus strategies.
- Apply the BCG matrix and GE-McKinsey matrix to portfolio decisions.
- Evaluate diversification, mergers, and strategic alliances.
- Match strategy to organization using the McKinsey 7S framework.
- Translate strategy into objectives with Balanced Scorecard and OKRs.
- Manage strategic risk, governance, and strategic control systems.

Course Methodology

- Executive case discussions on strategy formation and disruption.

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- Workshops on industry analysis, capability assessment, and portfolio review.
- Group work on strategy formulation and organizational alignment.
- Hands-on practice with Balanced Scorecard, OKRs, and strategic risk mapping.
- Simulation of competitive moves, resource trade-offs, and execution setbacks.
- Executive coaching and peer review on strategic plans.

Who Should Take This Course

- Senior executives, managing directors, and board members.
- Strategy directors and heads of corporate strategy.
- Business unit leaders with profit-and-loss responsibility.
- Transformation and portfolio leaders.
- Senior finance and performance leaders supporting strategy.
- Consultants advising on strategy and corporate development.

The Boston Advanced Strategic Management Programme Course Outlines

Day 1: Strategy Foundations and Strategic Intent

- What strategy is and what it is not.
- Strategic intent, mission, vision, and measurable objectives.
- Levels of strategy: corporate, business, and functional.
- Deliberate versus emergent strategy (Mintzberg).
- The strategy process from analysis to choice to execution.
- Stakeholder expectations, purpose, and shareholder value.
- Case discussion: a strategy that failed at the point of execution.





Day 2: External Analysis and Competitive Positioning

- Industry structure with Porter's Five Forces.
- Strategic group mapping and competitor analysis.
- PESTLE and scenario planning for an uncertain environment.
- Generic strategies: cost leadership, differentiation, and focus.
- Blue ocean thinking and value innovation.
- Competitive dynamics, disruption, and first-mover trade-offs.
- Workshop: analysing a sector and defending a positioning choice.

Day 3: Internal Analysis, Capability, and Portfolio

- Resource-based view and the VRIO framework.
- Value chain analysis and core competence identification.
- The BCG growth-share matrix and GE-McKinsey matrix.
- Portfolio decisions, investment priorities, and divestment.
- Diversification logic and related versus unrelated growth.
- Mergers, acquisitions, and strategic alliances.
- Exercise: reviewing a corporate portfolio and recommending moves.

Day 4: Strategy Execution and Organizational Alignment

- Translating strategy into objectives with the Balanced Scorecard.
- Cascading goals with OKRs and alignment routines.
- The McKinsey 7S framework for organizational fit.
- Structure, decision rights, and accountability design.

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- Resource allocation, budgeting, and strategic initiatives.
- Managing change, resistance, and execution discipline.
- Simulation: rescuing a strategy that stalled in delivery.

Day 5: Strategic Governance, Risk, and Renewal

- Strategic control systems, milestones, and review cadence.
- Strategic risk identification, appetite, and mitigation.
- Governance roles of the board and executive committee.
- Measuring strategic performance and leading indicators.
- Innovation, renewal, and avoiding strategic drift.
- Building a strategy capability and learning loop.
- Capstone: presenting a full strategic management plan.

Conclusion

By successfully completing The Boston Advanced Strategic Management Programme, participants will gain an integrated command of strategy analysis, choice, and execution. They will acquire skills in competitive positioning, portfolio and capability decisions, organizational alignment, and strategic governance. Gentex Training Center designs the programme to help leaders set direction with rigour and keep execution anchored to strategic intent.

FAQs





Q1 What is the "The Boston Advanced Strategic Management Programme" course about?

It prepares senior leaders to make strategy a discipline rather than an annual document. The programme spans strategy foundations, external and internal analysis, portfolio decisions, execution and organizational alignment, and strategic governance, risk, and renewal across the corporate level.

Q2 What are the key benefits of the "The Boston Advanced Strategic Management Programme" course?

You gain a repeatable method for setting direction under uncertainty. The programme sharpens competitive judgement, improves portfolio and resource decisions, tightens the link between strategy and execution, and gives leaders governance routines that catch strategic drift early.

Q3 What skills will I gain from the "The Boston Advanced Strategic Management Programme" course?

You will develop four core skills: strategic analysis and competitive positioning, capability assessment and portfolio decision making, strategy execution with organizational alignment, and strategic governance, risk, and renewal leadership.



Q4 What tools, methods, or standards are covered in the "The Boston Advanced Strategic Management Programme" course?

The programme covers Porter's Five Forces, strategic group mapping, PESTLE, scenario planning, generic strategies (cost leadership, differentiation, focus), blue ocean thinking, the VRIO framework, value chain analysis, the BCG growth-share matrix, the GE-McKinsey matrix, the McKinsey 7S framework, the Balanced Scorecard, OKRs, and strategic control and risk systems.

Q5 How is the "The Boston Advanced Strategic Management Programme" course applied in real-world practice?

Participants apply it to real work such as reviewing a corporate portfolio, defending a competitive positioning choice, building a Balanced Scorecard for a business unit, and resetting a strategy that stalled in execution. The same methods support board strategy reviews and acquisition screening.