




The Strategic Management Programme

Modularised. Each Module awards a Certificate | [Live Online](#) 



Academy of Business

Overview

Analysing markets, designing successful strategies, and leading organizational change effectively are skills and expertise crucially needed in order to navigate in today's competitive business landscape.

From understanding industry dynamics to honing strategic decision-making abilities, this programme will enable you to drive innovation, achieve sustainable growth, and excel in leadership roles within diverse business environments.

For whom

Leaders and managers that:

- seek to augment and systematize their pre-existing knowledge within the realm of strategic management
- want to gain practical skills through workshop experience in developing and analysing a company's strategy,
- are responsible for creating and implementing business development strategies.

Training methodology

The courses will be conducted in the form of interactive and practical workshops, to ensure that the participants obtain valuable and extensive practical insights, thus translating theoretical context into practical skills. You will work in teams throughout the programme. Your team will be receiving constructive feedback from the trainers as well as from other teams, and your team will also be asked to provide feedback to others.

Goals and benefits

The programme aims to equip participants with the knowledge, skills, and mindset required to formulate, implement, and evaluate strategic initiatives that contribute to organizational success and competitive advantage in dynamic business environments.

After completing this modularized programme, you will be able to:

- feel confident when formulating strategic goals and initiatives
- easily select and use various strategic management tools
- inspire and motivate others to be creative and engage in strategic management related processes from formulation to successful implementation.

Invaluable benefit of each module of this programme is working in a team, sharing ideas, perspectives and experience – learning by doing in a team.

Programme Details

Module 1, one day - *Strategic Management Foundation Certificate*

Module 1 is mandatory for continuing to Module 2.
However, this module can also be taken on its own.

You will refresh, organize and enhance your already existing knowledge in:

- What is strategy?
- What is strategic goal?
- What is the strategic principle?
- Is strategy always needed?
- How is strategy related to mission and vision?

Practical elements of this session are: practical meaning of mission and vision of a particular enterprise; formulating strategic goals and ambitions; formulating the strategic principle; which means there is a creation phase giving birth to a new enterprise of your own.

This Module will be case-study-based requiring a lot of creative engagement and good teamwork. The final product will be a description of an enterprise, its products or services, business rationale, its mission, vision and strategic goals. It will be necessary entry material for further strategic analysis and development during Modules 2 and 3.

To obtain the *Strategic Management Foundation Certificate* you need to actively take part in Module 1, have 100% presence during the day, together with other participants run a presentation of the results of your work within a team and give constructive feedback to other teams.

Programme Details

Module 2, two days - Strategic Management Practitioner Silver

Module 2 is mandatory for continuing to Module 3.

However, you can take Modules 1 and 2 without obligation to continue with Module 3.

During this module you will gain practical skills by learning and practicing a variety of tools for: What is strategy?

- analysis of business environment
- setting strategic goals and aspirations
- conducting SWOT analysis and defining Key Success Factors
- creating strategic goals achievement roadmap in four perspectives: knowledge and development, processes, clients and finance.

The basic resource material for this module is the outcome of Module 1 work.

During Module 2, together with your team, you will continue the strategy building process for your created enterprise. When making analysis of the business environment you will use Internet resources, you will need to obtain market related facts and data and it may eventually lead to modification of some of the assumptions made during Module 1. Some elements of your concept may evolve.

To obtain the **Strategic Management Practitioner Silver Certificate** you need to actively take part in Module 2, have 100% presence during the days, together with other participants run a presentation of the results of your work within a team and give constructive feedback to other teams.

Programme Details

Module 3, two days - Strategic Management Practitioner Gold

You may attend this module only after you have completed the certification of Module 1 and Module 2.

During this module you will gain practical skills by learning how to use a variety of tools with regard to:

- setting strategic goals related KPIs
- creation and parametrization of strategic initiatives
- creation of effective business models
- critical risk analysis of the defined strategy

and you will:

- prepare strategy communication and implementation plan.

The input material for this module is the result of Module 2. During Module 3 you and your team, will complete your company's strategy and refine it. Critical risk analysis of your strategy will be crucial and will be the most challenging part because you will have to critically look at the fruits of all your labour and find all potential weak points. This so-called pre-mortem analysis, although it may be difficult, is definitely worth doing and experiencing.

To obtain the **Strategic Management Practitioner Gold Certificate** you need to actively take part in Module 3, have 100% presence during the days, together with other participants run a presentation of the final results of your work during the three modules, specifically outlining all elements that have changed from the beginning and give constructive feedback to other teams.

Certificates

After completion of Module 1 – Strategic Management Foundation

After completion of Module 2 – Strategic Management Practitioner Silver

After completion of Module 3 – Strategic Management Practitioner Gold

Trainers



Katarzyna Jasińska

Trainer, EY Academy of Business

Manager with 20+ years of experience. Her main areas of experience are strategic management, business development including M&A projects, project management, cooperation with global automotive concerns and management of international teams in Europe, China and Mexico. Her educational background is economics and management.



Agnieszka Magusiak-Sajdak

Trainer, EY Academy of Business

Coach, mentor, consultant and business practitioner with 20+ years of experience. She coordinated international business projects and took part in taking over the entities, optimizing the corporate organizational structure and process transformation on a global scale. She managed the start-up and operational functioning of a production plant in Mexico. Her educational background is Business Management.

Contact

Should you require more detailed information
please do not hesitate to call us at :



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