

EFFECTIVE STRATEGIC MANAGEMENT

Rationale

Research supports the existence of a link between strategic management and organizational financial performance. Effective strategic management helps an organization to attain and sustain the competitive advantage. Indeed, effective strategic management is a major sign of good management. Strategic management has gained greater importance in today's increasingly globalized and highly competitive business world.

Objectives

- At the end of the workshop, participants should be able to:
1. Explain the three main stages of strategic management.
 2. Undertake organizational strategic analysis (SWOT analysis).
 3. State at least five attributes each of a good mission statement and goals.
 4. Explain the four major stages of formulating goals.
 5. Explain four generic building blocks of competitive advantage.
 6. State the ten components of effective strategic leadership.
 7. Explain three generic corporate strategy alternatives.

Content

1. Understanding strategic management
2. Formulating organizational mission/vision
3. Establishing effective goals
4. Strategic analysis
5. Effective strategic leadership
6. Corporate strategy alternatives

Methodology

Interactive lectures, exercises, group discussions and case studies

Duration

2 days

Target Group

Senior managers

Facilitator

Dr. Ranjit Singh Malhi