



LEADERSHIP AND MANAGEMENT

Business Strategy and Change

Course code: LM-023

SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

Organizations must continuously adapt to market shifts, competitive pressures, technological disruption, and changing customer expectations. Success depends on building strong strategies and managing change effectively. This course provides participants with practical tools to develop business strategies, translate plans into action, lead transformation initiatives, manage resistance, and evaluate results in dynamic environments.

Why Attend

This course uses an interactive and practical approach through presentations, case studies, workshops, group discussions, strategy exercises, change simulations, and real workplace examples.

Who Should Attend

Managers and Executives
Strategy Professionals
Project Managers
Change Management Leaders
Department Heads
Business Owners
Anyone responsible for planning and

— Learning Objectives

- Understand modern business strategy concepts and frameworks
- Apply strategic analysis tools to evaluate markets and organizations
- Translate strategy into execution plans with measurable outcomes
- Use proven change management models effectively
- Manage resistance and improve stakeholder buy-in
- Strengthen leadership skills during transformation
- Measure strategic and change performance
- Use data and digital tools for better decision-making

— Course Outline

DAY
1

Foundations of Business Strategy

- Core concepts and importance of business strategy
- Strategic thinking in competitive environments
- Analysing internal and external business conditions
- Using SWOT and PESTEL frameworks
- Scenario planning for uncertainty and market shifts
- Competitive positioning and strategic choices
- Creating an organizational strategic overview
- Exercise: Build a preliminary strategic map

DAY
2

Strategy Execution and Performance Measurement

- Converting strategy into operational action plans
- Common barriers to successful execution
- Performance systems for monitoring progress
- Goal-setting methods to align strategy and outcomes
- Strategic portfolio management and prioritisation
- Aligning resources with strategic capabilities
- Exercise: Create an execution plan using KPIs and OKRs

DAY
3

Foundations of Change Management

- Nature of organizational change in evolving markets
- Overview of Kotter, ADKAR, and McKinsey 7-S models
- Leadership responsibilities during transformation
- Emotional intelligence in managing change
- Assessing organizational culture readiness
- Selecting the right change framework for the situation
- Exercise: Conduct a change readiness assessment

DAY
4

Managing Resistance and Navigating Change

- Sources of resistance during change initiatives
- Techniques to reduce resistance and gain commitment
- Communication and engagement during transitions
- Managing politics and power dynamics in change programs

- Understanding employee experience through change stages
- Supporting stakeholders during complex transitions
- Exercise: Design a change communication plan

DAY
5

Evaluating Change and Strategic Decision Making

- Measuring results of change initiatives
- Decision-making frameworks for strategic choices
- Ethical issues in transformation environments
- Measuring ROI of change initiatives
- Digital transformation and AI impacts on strategy
- Using analytics in strategic decisions
- Case study: Lessons from digital transformation successes and failures
- Key takeaways and course review

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	Istanbul - Türkiye	€1,925
12 - 16 October 2026	Amsterdam - Netherlands	€2,100
9 - 13 November 2026	Istanbul - Türkiye	€1,600
16 - 20 November 2026	Paris - France	€2,200
7 - 11 December 2026	Barcelona - Spain	€2,100
14 - 18 December 2026	Munich - Germany	€2,125
21 - 25 December 2026	Kuala Lumpur - Malaysia	€1,400
4 - 8 January 2027	Kuala Lumpur - Malaysia	€1,400

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.