



LEADERSHIP AND MANAGEMENT

Business Strategy Essentials

Course code: LM-024

SPARK TRAINING

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

info@sparktraining.eu

+31 85 115 0004 | sparktraining.eu

— Workshop Overview

Strong business strategy helps organizations compete effectively, adapt to change, and achieve sustainable growth. Managers at every level need the ability to think strategically, translate direction into plans, lead execution, and continuously improve results. This course provides participants with practical tools to understand strategy, align resources, manage implementation, and strengthen leadership impact in today's dynamic business environment.

Why Attend

This course uses an interactive and practical approach through presentations, case studies, workshops, group discussions, planning exercises, self-assessments, and real workplace examples.

Who Should Attend

Managers and Supervisors
Team Leaders
Department Heads
Project Managers
Business Owners
Future Leaders
Anyone seeking stronger strategic management

— Learning Objectives

- Understand the fundamentals of business strategy
- Develop stronger strategic thinking skills
- Translate strategy into clear plans and priorities
- Improve strategy execution and leadership effectiveness
- Manage change, collaboration, and resistance
- Understand the impact of culture and influence on strategy
- Use tools to monitor progress and performance
- Build long-term strategic leadership capability

— Course Outline

DAY 1

Strategic Thinking for Business Success

- Art and science of strategy in modern organizations
- Importance of strategic thinking for managers at all levels
- Core principles of effective strategic thinking
- Roles of leaders and managers in shaping strategy
- Strategy as a driver of innovation and renewal
- Exercise: Personal strategic thinking self-assessment

DAY 2

Turning Strategy into Practical Plans

- Key elements of business plans and strategic alignment
- Vision, mission, and organizational values
- Translating board direction into structured action plans
- Goal setting and alignment methods
- Planning for uncertainty and unexpected events
- Resource prioritisation and allocation decisions
- Responsibilities of managers during planning
- Exercise: Build a simple strategy map and plan

DAY 3

Leading and Executing Strategy

- Critical success factors for implementation
- Leadership's role in sustaining strategic initiatives
- Leadership styles and their impact on execution
- Managing change and resistance during transitions
- Building buy-in through communication and listening
- Practical approaches: motivation, delegation, performance management
- Exercise: Responding to implementation scenarios

DAY 4

Power, Culture, and Organisational Influence

- Understanding power and influence in organizations
- How culture supports or blocks strategy success
- Collaboration across departments and functions
- Informal networking and relationship-building techniques
- Managing stress and conflict during strategic decisions

- Case studies on power structures and strategic outcomes

DAY
5

Continuous Improvement and Career Growth

- Tools to track strategy progress and results
- Agile and adaptive strategy management practices

- Digital tools for planning and strategic management
- Embedding continuous improvement into strategy cycles
- Future trends in strategy and leadership development
- Exercise: Personal strategic leadership development plan

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	Barcelona - Spain	€2,125
12 - 16 October 2026	London - United Kingdom	€2,100
12 - 16 October 2026	Istanbul - Türkiye	€1,925
9 - 13 November 2026	Istanbul - Türkiye	€1,425
9 - 13 November 2026	Amsterdam - Netherlands	€2,100
16 - 20 November 2026	Istanbul - Türkiye	€1,600
7 - 11 December 2026	Paris - France	€2,200
14 - 18 December 2026	Vienna - Austria	€2,125

— 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.