

Certificate in Business Strategy Management

Professional training programme



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

Enrolling in the

Why Attend

This course uses instructor-led sessions, guided discussion, and practical exercises built around Day one: The Strategizing Process, Day two: The Strategic Process, Day three: Strategic Management Skills, and day four: managing the culture.

Who Should Attend

Professionals who want to sharpen their analytical skills
Professionals wanting to further enhance their strategic leadership effectiveness
Professionals aspiring to take on a more senior and strategic role in their organisation
Managers who want to encourage innovative thinking

— Learning Objectives

- Develop good Vision and Mission statements in support of strategy formulation
- Carry out stakeholder analyses to manage diverse interests
- Recognise the impact of culture on interactions and outcomes
- Recognise the complexity of decision processes in the 21st Century
- Turn strategy into business and operational plans

— Course Outline

DAY 1

Day one: The Strategizing Process

- Why strategize: 21st century changes and challenges
- Strategic Planning
- Strategic thinking – Who, How, When and Why
- Strategic options, decisions, psychological factors
- Stories of success and failure
- Cultural impact on leaders

DAY 2

Day two: The Strategic Process

- Strategy is relative to...
- No decision, is a decision
- Distinguishing between red and blue ocean strategies
- Strategy Tools: The SWOT analysis
- Turning dreams into realizable actions – SMART objectives
- Strategy hierarchy – Aligning resources and actions

DAY 3

Day three: Strategic Management Skills

- Leadership theories & styles– A toolkit for managers
- What drives you?
- Leaders' Emotional Intelligence
- Visioning, communicating & framing
- Leadership skills: Influencing and persuading
- Motivating employees

DAY 4

Day four: Managing the Culture

- The cultural iceberg
- Cultural frames of reference: The cultural web
- Impact of strong and weak cultures
- Cultural challenges: Globalisation, mergers and acquisitions
- Evaluating your organisation's culture
- Leaders' role influencing culture

DAY
5

Day five: Tactics and Plans

- Impact of change on employees
- Individual v team roles
- Employee engagement
- Tactics and plans
- A culture of learning
- Personal action planning

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	Rome - Italy	€2,125
16 - 20 November 2026	Kuala Lumpur - Malaysia	€1,400
7 - 11 December 2026	Barcelona - Spain	€1,925
11 - 15 January 2027	Cape Town - South Africa	€1,420
8 - 12 February 2027	Frankfurt - Germany	€1,625
8 - 12 March 2027	Barcelona - Spain	€1,925
12 - 16 April 2027	Frankfurt - Germany	€1,625
10 - 14 May 2027	Rome - Italy	€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.