

Certificate in Strategic Management

Professional training programme



SPARK TRAINING

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

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— Workshop Overview

This Certificate in Strategic Management training course is designed for business leaders and professionals seeking a competitive edge in today's complex and ever-changing business environment. It covers both the fundamentals of strategy and the latest innovative approaches for achieving high-impact results. You will be challenged to apply the concepts directly to your own business reality, with topics ranging from business innovation to culture building, trends analysis to value pricing. Through case studies and guidance drawn from thought leaders, you will enhance your tools and techniques to help you take your business to the next level.

Why Attend

This Certificate in Strategic Management training course uses an interactive approach with practical, real-world applications. The course includes lectures, case studies, group discussions, and individual and group exercises to promote experiential learning. The focus is on active participation, collaboration, and acquiring tangible

Who Should Attend

Business Leaders
Senior Managers
Entrepreneurs
Consultants
Business Analysts
Project Managers
Product Managers

— Learning Objectives

- Analyze your business reality and make strategic decisions that are directly applicable
- Develop an innovative mindset and design systems and procedures that unlock innovation in your organization
- Design and implement strategies that leverage greater value for your customers, help you capture new markets, and enable you to tackle strategic challenges
- Apply principled ideas that enhance your strategic choices and compound your results
- Create a winning company culture that fosters innovation, collaboration, and high performance

Course Outline

DAY
1

Day One: Fundamentals of Strategic Management

- The essential components of strategy
- Strategic problem solving
- Framing the challenge and formulating a strategic hypothesis
- Strategic analysis and the Industry Environment
- Strategic sources of power and multipliers
- Introduction to delegate's particular core strategic challenges

DAY
2

Day Two: Strategic Innovation

- Fundamentals of Innovation
- Gaining insights: tools and techniques
- Trend curation and analysis
- Business innovation
- Implementing innovation in the organization
- Bringing innovation to market

DAY
3

Day Three: Unlocking Strategic Value

- Unlock strategic value
- Scenario Planning
- Value Pricing
- Unlock customer opportunities
- Become a “category of one”
- Compound your results in a virtuous cycle of action

DAY
4

Day Four: Strategic Leadership

- Principled Decision-Making
- Leadership systems to enhance strategic choices
- Creating and stimulating a conscious organization
- Aligning organizational structure with strategy
- The role of leadership and culture in strategy implementation

DAY
5

Day Five: Strategic Implementation, Evaluation, and Control

- Implementing strategy in the organization
- Evaluation and control in strategy implementation
- The use of balanced scorecard, bench-marking, and other strategic tools
- Apply continuous improvement
- Set up systems for ongoing feedback

— Upcoming Classroom Dates

DATE	LOCATION	FEE
12 - 16 October 2026	London - United Kingdom	€2,100
9 - 13 November 2026	Istanbul - Türkiye	€1,425
14 - 18 December 2026	Vienna - Austria	€2,125
18 - 22 January 2027	Barcelona - Spain	€1,925
15 - 19 February 2027	Rome - Italy	€2,125
15 - 19 March 2027	Munich - Germany	€2,125
19 - 23 April 2027	Amsterdam - Netherlands	€2,125
17 - 21 May 2027	London - United Kingdom	€2,100

— 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.