

The Advanced Business Strategist

Course code: PSM-008



SPARK TRAINING

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

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— Workshop Overview

Managers and directors come from various fields—technical, commercial, financial—but they all need strong strategic management skills to guide their organizations towards future success. This The Advanced Business Strategist training course is designed for senior leaders to deepen or update their knowledge of strategic management tools and techniques for effective innovation, strategizing, and planning. In the context of a rapidly shifting and unpredictable global environment, this course addresses the critical challenges of strategic decision-making and change management. It focuses on developing leadership skills necessary for creating strategies, as well as for successfully communicating and implementing organizational change to engage employees and drive progress.

Training Course Objectives By attending this training course, delegates will be able to:

- Select appropriate tools for reviewing business and economic context for your business
- Apply tools and techniques for strategy development, recognising that the order and approach affects decision making
- Learn about innovative and incremental strategy development
- Consider the impact of culture on strategy implementation and review effectiveness of current approaches
- Develop your leadership capabilities to inspire, motivate and engage with all employees

Designed for This training course is designed for individuals who currently hold or aspire to hold middle and senior management positions and wish to sharpen their analytical skills as well as enhance their ability to communicate effectively to gain commitment to achieving business results. They will be responsible for contributing to the development of corporate strategies and objectives as well as their communication and implementation. They include:

- Directors and senior managers
- Team Leaders
- Corporate strategy, HR and other functional managers
- Heads of Division
- Heads of Department

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

Directors and senior managers
Team Leaders
Corporate strategy, HR and other functional managers
Heads of Division
Heads of Department

— Learning Objectives

- Why strategize: 21st century changes and challenges?
- Psychological aspects of decision making
- Strategic thinking – who, how, when & why
- Examples of strategy success and failure
- The functions and capabilities of a strategic manager
- Culture and strategic choices

Course Outline

DAY
1

Day One: The Strategizing Process

- Why strategize: 21st century changes and challenges?
- Psychological aspects of decision making
- Strategic thinking – who, how, when & why
- Examples of strategy success and failure
- The functions and capabilities of a strategic manager
- Culture and strategic choices

DAY
2

Day Two: The Strategic Process

- Impact of external change: competitive positioning, technology, regulation
- Innovation: Blue v Red Ocean strategies
- The strategy hierarchy
- Realising the strategies: making them happen
- Recognising & reacting to disruptive competition
- Competitive positioning

DAY
3

Day Three: Strategic Management Skills

- Leadership theories & styles
- Attributes of successful leaders
- Strategic skills: traits or contextual
- Visioning, communicating & framing
- Team and organisation perspectives on implementing strategies
- Leading others through the strategic process

DAY
4

Day Four: Managing the Culture

- The significance of corporate culture
- Facets of culture: the cultural web
- The Leaders role in establishing the culture
- Managing in a multi-cultural corporation
- Impact of culture on strategy roll out
- Challenges of mergers & acquisitions

DAY

5

Day Five: Tactics and Plans

- Employing tactics to achieve objectives
- What type of plan?
- Owning and implementing plans
- Strategic execution: budgeting, forecasting & adjusting to reality
- Aligning corporate to individual objectives
- A culture of learning

— Upcoming Classroom Dates

DATE	LOCATION	FEE
12 - 16 October 2026	Istanbul - Türkiye	€1,425
9 - 13 November 2026	Rome - Italy	€2,125
14 - 18 December 2026	Istanbul - Türkiye	€1,425
18 - 22 January 2027	Barcelona - Spain	€1,925
15 - 19 February 2027	London - United Kingdom	€2,100
15 - 19 March 2027	Munich - Germany	€2,125
19 - 23 April 2027	Dubai - UAE	€1,400
17 - 21 May 2027	Istanbul - Türkiye	€1,425

— 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.