

# Define and deploy your business strategy

## Description

This training offers you an approach to define a strategy based on the strengths of the company and taking into account all internal and external factors. It shows you how to deploy this strategy and mobilize the teams for its application.

## Niveau

Avancé

## Course Content

### Build the strategy master plan

- Define general company policy
- Promote the vision or purpose of the company
- Deploy strategic objectives

### Analyze the business context

- Impact of globalization
- Electronic commerce and consequences
- Sustainable development and new priorities Realize your strategic diagnosis External analysis
- Identify your competitors
- Assess market supply and demand
- Study competitive dynamics
- Internal diagnostic
- Build the business value chain
- Identify the company's strategic resources
- Evaluate internal skills and their transfer

### Tools for strategic analysis

- Use the PEST and SWOT matrices
- Identify the key success factors
- Create the value chain
- Locate Porter's five forces
- Build the BCG and McKinsey matrices

### Frame strategic directions

- Build on its strengths.
- Key success factors: products, customers, technologies ...
- Build on its competitive advantages
- Take into account its specificities: skills / position on the market
- Choose your strategic options: cost, differentiation, specialization, diversification
- Define the growth strategy: internal or external?

### Deploy the strategy

- Identify the conditions for successful implementation
- Take into account the culture of the company
- Analyze the different stages to maintain an operational dynamic
- Successful deployment
- Orchestrate internal and external communication

**Develop your leadership**

- Federate your teams around strategy
- Identify sources of resistance
- Using action levers
- Detect the talents of its employees
- Develop collective intelligence

**Lab / Exercises**

- Share of experience
- Exercises on building a strategic approach

**Documentation**

- Digital courseware included

**Participant profiles**

- Directors
- Senior executives
- Management committee members

**Prerequisites**

- Be in leading position

**Objectives**

- Master the concepts and characteristics of business strategy
- Assimilate the different strategic approaches
- Conduct a strategic analysis of the study to the action plan
- Manage the deployment of its main strategic directions
- Improve your leadership to mobilize your teams

**Classroom Registration Price (CHF)**

1300

**Virtual Classroom Registration Price (CHF)**

1300

**Duration (in Days)**

2

**Reference**

TEAM-STR