

3 Day MBA: Managing with Strategic Vision

Are you a good operational manager but don't feel as confident as you should about yourself because of gaps in your overall strategic business perspective? Do you feel you are being hindered in your advancement up the corporate ladder? Are you newly appointed to a more challenging role and now need a deeper understanding and insight into strategic business issues?

Then, this three-day MBA is just for you!

Specially designed for the busy manager who wants to get ahead in their career and who needs to get to grips with a business programme in a time and cost effective manner. This course is designed to give you a thorough overview of the strategic aspects of business and the way that each function interlinks; planning the business (strategic thinking); doing the business (operations management); managing the business (people and resources); marketing the business; financing the business (finance for non-financial managers) and managing change.

Course Objectives

- Create and assess strategic options using a practical strategic tool set
- Understand implications, restrictions and attractiveness to help you make the right strategic decision
- Use a variety of management tools and techniques to manage people and resources
- Understand process and operations management
- Manage change and motivate others to follow your lead
- Understand the strategic function of marketing, leading to
- Knowing how to become a customer-centric organisation
- Understand forecast and budget

Who will the Course benefit?

This course is designed for ambitious managers and especially those who are now facing more challenging roles. It is suitable for those who have changed industry and need to think about the challenges facing their new market place. It will be of particular benefit to busy managers who want to gain a good understanding of the strategic aspects of management, whilst giving an overview of business procedures and their interconnectivity.

Course Duration

3 days

Course Information (Dates, Locations & Fees)

Visit: www.frost.com/training-strategy2190

Related Courses

- From Manager to Leader
- How to Influence and Consult Strategically
- Performance Management
- Leading a Virtual and Remote Team
- Maximising Productivity Under Pressure

DAY 1: Planning the Business

Strategic Thinking

- What is strategic thinking
- What is strategy and how should we manage it?
- The benefits of strategy and strategic thinking
- Business opportunities and threats
- SWOT analysis
- Integration, expansion and competitive strategies
- Case study: exercise in creating corporate alignment

Strategic Marketing

- Understanding and redefining "what business are we in?"
- The 7 steps of marketing strategy development simplified
- Market segmentation
- Differentiation vs cost leadership
- Case study: Marks & Spencer
- Customer relationship management
- Getting to grips with the experience economy
- Case: Applying the strategic and marketing perspective to yourself

DAY 2: Operations and Finance

Managing Operations

- How do operations support competitive advantage?
- The links between finance, operations and strategy
- Case Study: the office products industry
- Creating customer value
- AID analysis – (attractiveness, implementation, difficulty)
- Tools to diagnose operational problems and opportunities
- Using operational effectiveness to create customer loyalty
- Compiling a draft plan for your own customer-centric operations

Managing Finance

- Finance and your business
- Understanding financial statements
- Ratio analysis
- Difference between auditing/accounting and management accounting
- Forecasting and Budgeting
- Strategic financial planning
- Case study: Northern Rock

DAY 3: People and Change

Managing People

- The strategic management of staff
- Planning for organisational goals
- The nine box talent matrix
- Talent management and succession planning
- Case study: Impact of reward systems
- How to get results through people

Managing Change

- What is change?
- Generic change strategies
- Case Study: Disney
- Defining and implementing organisational change
- Managing human response to change
- Motivating others to follow your lead

Action Planning

- The Way Forward
- What will I do differently?
- What do I want to learn more about?