

Strategic Business Management

One-Day Introduction for Members of Professional Organisations and Chartered Institutes



Strategic Business Management

One-Day Course

Price: £350 per person

Is this course for your members?

If the answer to any of the questions below is No, then they really should attend this course:

- Do you have a clear vision and strategy for the future?
- Are you happy with the strategic process your organization has in place?
- Do you have a sensible set of business objectives?
- Does everyone in your organization know what the strategic vision is?
- Is your strategy easy to understand, could you tell me what it is in one sentence?
- Do you have a sensible set of Key Performance Indicators?

Early Registration:

For registrations made at least one month prior to the course start date an early-bird price of £275 is available to course candidates.

Course Overview

Most strategies fail due to poor implementation, not because they are poor strategies. A good management team will talk about the future and set aside time during meetings to make plans. However, this is usually done in an ad-hoc way. Good strategic business management requires a process is in place. This will ensure strategy is considered on a regular basis. This one-day course introduces the tools used to build, implement and manage a successful strategy.

Topics covered by the course include:

- **Strategic Management** - Why strategic business management is important and why it is not an annual event
- **Strategic Methodology** - An introduction to the Balanced Scorecard strategic methodology as a tool to ensure the right level of focus
- **Assessment Techniques** - Used to define strategic priorities and a realistic set of business objectives
- **Business Objectives** - Why business objectives should be linked together and the power of telling the right story
- **Key Performance Indicators** - Using KPIs and targets as a means to determine the success (or failure) of a strategy
- **Projects and Initiatives** - Where project or initiative planning fits in the process and why it is the 'engine that drives change'

Who Should Attend

This course is recommended for Directors, Principals and Managers who are want more information about a strategic business management process and are seeking the best practical ideas for improving organisational performance.

Course Benefits

The course participants will leave with an understanding of a systematic approach to strategic planning. They will:

- Understand a strategic planning methodology
- Have a clear working knowledge of the Balanced Scorecard
- Practice assessment and affinity grouping methods
- Understand the importance of strategic prioritization
- Practice creating useful business objectives
- The tools to build a strategy map for their own organisation
- Have a clearer view of Key Performance Indicators

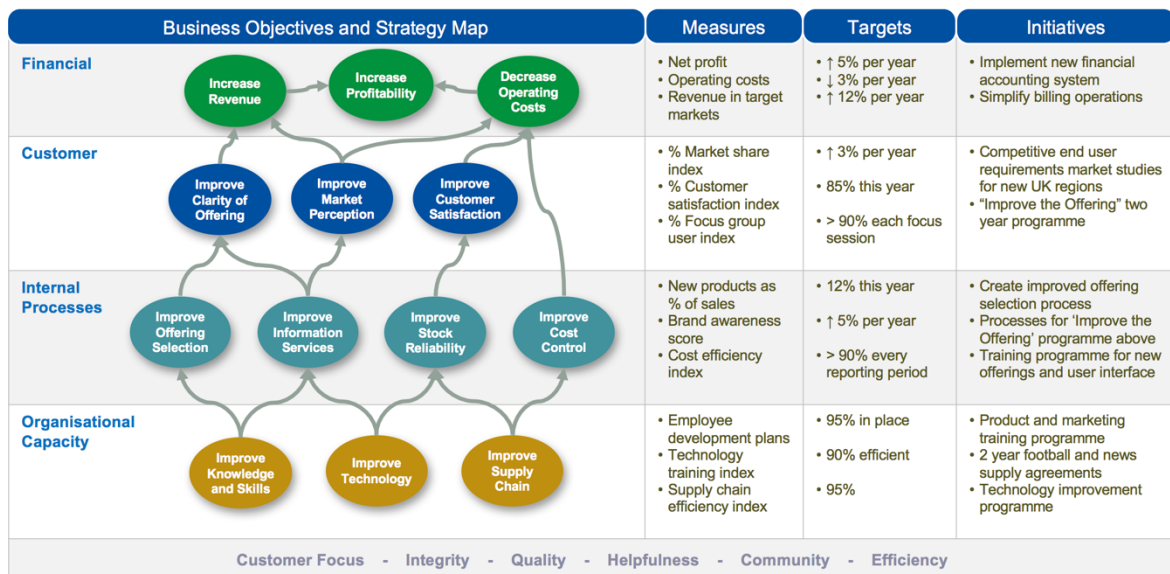
Interactive Exercises

The participants will be split into small groups of four-five people to work on the case studies. They will present their findings back to the whole group to reinforce the learning points. The instructor will be working alongside the participants at all time providing the benefits of decades of practical experience.

Using Case Studies

The course exercises revolve around a case study. The case study will be chosen to suit the background of the participants. It may be from either the private, public or not-for-profit sector. The case study will enable the participants to practice some of the techniques introduced with the aim of creating a large part of an Integrated Strategy Map:

Vision	Transforming society through the provision of ultra-high speed mobile information services		
Mission	The number one provider of ultra-high speed mobile information networks across the United Kingdom and Europe		
Strategic Priority	Content Partnerships	Customer Service	Brand Awareness
Strategic Result	Strong supply chain for entertainment and information services, exclusive agreements	Clarity in offering that surpasses anything in the market today, best user interface	Reinvigorated brand based on successes, attract a wider and younger audience



Participants will leave having practiced assessment techniques to determine Strategic Priorities and Strategic Results. They will also undertake exercises to create a Business Objective Strategy Map. Measures, Targets and Initiatives will be discussed within the context of the work done. The one-day course does not provide enough time to complete the entire Integrated Strategy Map. For a full understanding of the Integrated Strategy Map we would recommend Intrafocus' Strategy Workshop Facilitation or Balanced Scorecard Professional Training.

What do other say?

"We all had our own ideas but the workshop, through a set of exercises and lively discussions, enabled us to narrow these down to the priorities that would add the most value to our business." **Bruce Bultitude, Managing Director, Power Jacks**

"The balanced between learning and practical exercises to help move our strategy forward was perfect. If you need someone to really kick-start your strategic activities, Intrafocus are the people to go to." **Milos Jelic CEO, Nelt**

Venues and Logistics

This course can be held anywhere

There is very little set-up required for this course, a laptop project and flip charts. Due to the practical exercises, it is best suited to classes sizes between ten to thirty people. If you have a preferred venue, then please let us know and we will accommodate your preference. If you do not have a venue, then Intrafocus can provide one.

We are based in Winchester England and have access to venues in and around Winchester including the Chapter Room and Undercroft at Winchester Cathedral. We frequently run courses in London should this be more central to your organization.