



# Developing and Implementing Strategy

For directors, executives, strategy managers, and strategy practitioners

## COURSE DESCRIPTION

A two-day course aimed at directors, executives, strategy managers, and strategy practitioners designed to equip delegates to carry out their responsibilities in the governance and execution of strategy development and implementation. Delegates will acquire increased competence and confidence to take a leading role in growing the strategic management of their organisation.

## COURSE OUTLINE

### Governance of Strategy

- Understanding the role of the board in the strategy setting process
- Understanding how responsibility for the implementation and execution of strategy is delegated within the organisation

### Key Concepts and terminology

- What is strategy?
- 'Seeing' and 'sending'
- Why have a strategy?
- Responsibility for strategy
- Levels of strategy
- When should we think about strategy?

### Strategic perspectives

- Attributes of a strategist
  - Creative thinking
  - Systems thinking
- Mindsets needed in the strategic process
  - Analytical
  - Creative
  - Evaluative
  - Pragmatic

### Strategic analysis

- Analysing and understanding the external environment:
  - Tools used to analyse the world
  - Tools used to analyse your industry
  - Determining industry linkages
- Identifying opportunities and threats
- Analysing and understanding the internal environment:
  - Tools used to analyse your historical performance
  - Analysing your organisational drivers
    - leadership style

- culture, values, attitudes
  - staff and skills
  - organisation structures
- tools to identify your core competencies
- Identifying strengths and weaknesses

#### Prioritising issues

- Identifying the strategic gap
- Developing future scenarios

#### Creating options

- Generic strategies
- Elements of strategy
- Levels of strategy
- Essence of strategy

#### Choosing options

- Framework for evaluating options
- Strategic value analysis

#### Implementing strategy

- Using the 'McKinsey 7s Framework'
- 10 steps to successfully implement strategy

### BOOKING DETAILS

#### Duration

2 days

#### Cost

R4500 (excl. VAT) per delegate

#### Contact

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