



Strategic Management Tools is a course designed to give senior managers the tools they need to analyze organizations and develop strategies and goals. Participants are immersed in real-world scenarios, covering various industries and situations, and tasked with using the tools to evaluate, analyze, and create recommendations. Learn not just the concepts, but how these concepts are used in the real world and can be used to create tangible strategies by the organization. Taught by highly experienced top-caliber executives, this is the ideal course for those who want a more strategic management mindset.

At the end of this course the participants able to:

- Describe the purpose and value of using strategic management tools
- Apply the SWOT Diagram / TOWS Analysis in performing Environmental Analysis
- Apply the PORTER's Five Forces Model in performing Industry Analysis
- Apply the Business Model Canvas in understanding how the organization meets the unmet needs
- Transform ideas into action by creating a Project Charter what will be used to establish a Project Plan

Course Outline

- Introduction
 - What is Strategic Management
 - Why use Strategic Management Tools?
- SWOT Diagram / TOWS Analysis
 - Purpose of a SWOT Diagram
 - SWOT Diagrams in use
 - Activity - Developing a SWOT Diagram
 - TOWS Analysis
 - TOWS Analysis in use
 - Activity - Developing a strategy using a TOWS Analysis



- Porter's Five Forces Model
 - The factors that affect how an industry behaves
 - Porter's Five Forces
 - Examples of the Model in use
 - Activity - Developing a Porter's Five Forces Model
- The Business Model
 - Your business at a Glance
 - How the business works using a Business Model Canvas
 - Examples of a Business Model Canvas
 - Activity - Developing a Business Model Canvas
- Summary and Wrap up
 - What Strategy is all about
 - Transforming ideas into a plan
 - The Project Charter
 - Final Activity - Developing a Project Charter

Course Duration

- 1 day - Face to Face

Delivery Methodologies

- Lecture
- Team activities
- Plenary Discussions

This course is recommended for

- Company Executives
- C Level professionals



- Senior Management engaged in Strategic Management
- Managers who would like to have fundamental knowledge on Strategic Management

Jul 9

9:00 am - 5:00 pm

[Strategic Management Tools](#)

Nov 14

9:00 am - 5:00 pm

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