

# business strategy

fmi course number: ED02

Duration  
2 days

## .....course overview

Business strategy is the cornerstone of an effective organisation. It is vital that an executive understands strategy and can contribute to its development.

This workshop is exciting and challenging. It enables participants to value the importance of strategy and also develop fundamental practical skills to select, implement and monitor successful business strategy. It includes carrying out external and internal business opportunity analysis, evolving corporate direction, scenario planning, risk analysis, strategic thinking and the implementation and monitoring of strategy.

The program enables participants to workshop real life case studies and scenarios and work as a team on their organisation's unique strategic directions.

This course can be tailored as an in-house program to reflect the key strategic issues faced by leaders in the organisation, and changing directions and influences which affect strategy.

## .....key content

- The importance of successful strategy for the organisation
- External and internal business opportunity analysis
- Selection of appropriate strategic directions
- Scenario planning
- Risk analysis and management
- Implementing strategy
- Monitoring strategy implementation



## .....what objectives can I achieve?

1. Value the importance of successful strategy for the organisation
2. Carry out external and internal business opportunity analysis
3. Select appropriate strategic directions
4. Carry out scenario planning
5. Analyse risks and select appropriate risk management strategies
6. Develop a plan to implement strategy
7. Plan ways to monitor strategy implementation



## Who this course is useful for

All executive managers or those working towards becoming an executive manager

### Resources for this Course

A **Learning Guide** is provided for this course. It contains notes and can be used for participant's own notes.

### Assessment

There is no formal assessment in this course

### Dates and locations

**Course Dates:** Sydney

For dates please see FMI Public Course Calendar at [www.frontlinemanagementinstitute.com.au](http://www.frontlinemanagementinstitute.com.au)

**Time:** 9am to 4.45pm

Location is close to Sydney CBD. You will be advised of the exact location by email one week prior to commencement.

### Fees

For fees please see FMI Public Course Calendar at [www.frontlinemanagementinstitute.com.au](http://www.frontlinemanagementinstitute.com.au)

### Corporate Versions of this Course

This course can be tailored for corporate requirements as an in-house course.

### Booking

To book, phone +612 9660 0199

Email fmi to find out how we can help you:  
[fmi@managementcando.com](mailto:fmi@managementcando.com)

### Contact frontline management institute

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Location & Post

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