

Understanding Business Strategy

Over-use of the word "strategy" is diluting its real meaning. Ask most employees what is their business' strategy and they probably can't tell you. This dilution and lack of awareness has a detrimental impact on what the business is there to achieve – creation of shareholder value.



Who is it for?

This programme is for anyone needing a detailed look at the clear difference between a strategy – providing direction – and tactics – doing something.

Benefits

From attending this course people will be able to:-

- Assimilate up-to-date information on the political, economic, social, technological and legal and environmental factors that impact the organisation.
- Explain how different business and strategic factors relate to each other.
- Identify the links between strategic goals and day to day tactics.
- Identify the strengths, weaknesses, opportunities and threats to the organisation.
- Demonstrate the link between stakeholders value and business strategy

Content

- Why strategy is important; establish the link between shareholder value and strategy
- The external environment; utilise tools such as PESTLE and Porter's 5 Forces to make sense of the business environment
- The financial statements; how strategy will impact on the financial performance of the business
- Strategic analysis; assess strategies undertaken by businesses to identify inherent strengths and weaknesses.
- SWOT Analysis; the analysis behind the strengths, weaknesses, opportunities and threats

This list is not exhaustive so please talk to us if you don't see what you are looking for

Why X Learning?

So much finance training can be dull and boring. We make this subject lively, fun, interesting and above all relevant by:

- Drawing learning from day to day events within the business
- Allowing participants to directly reflect on the organisation and the job they do
- Incorporating high levels of interactivity, for example:
 - Running light hearted but focussed business games
 - Using live company data where possible
 - Providing realistic case studies
- Cutting out the jargon and keeping things simple
- Encouraging group work
- Catering for different learning styles and providing multi sensory input

To discuss **call** Mike on 07899 728 628 or David on 07984 817 328
our office on 01908 632713 or **email** office@xlearning.co.uk



Programme length options; full day or 2 days depending upon your requirements

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