



Management And Leadership

Business Strategy Construction

Course Introduction

Constructing a business strategy is a multifaceted, intricate, and rigorous undertaking crucial for an organization's continuous success in a dynamic and unpredictable economic landscape. Flexibility, adaptability, and ongoing monitoring are imperative for ensuring the viability of strategies in the long term. This course aims to provide participants with the essential concepts and principles of business strategy construction and its pivotal role in organizational survival and expansion, underscoring the significance of aligning strategic advantages with the prevailing business environment

Target Audience

This course is intended for mid to senior-level managers, strategic planners, and professionals seeking to enhance their skills in business strategy construction and implementation to drive organizational success.

Learning Objectives

At the end of this training course, participants will be able to:

- Develop a comprehensive understanding of the building blocks of strategy, including VMOST and stakeholder analysis, and the analysis of external threats, opportunities, internal resources, capabilities, and practices.
- Gain proficiency in strategy formulation, alignment, and identification of Key Success Factors (KSF) and Key Performance Indicators (KPI) to establish organizational direction and operational strategies.
- Acquire skills in strategy implementation through the development of strategic leadership teams, articulation of strategies, and creation of strategic action plans, while discerning between reactive and proactive approaches.

- Learn effective monitoring and measurement techniques for strategic projects and initiatives, including the development of monitoring and review systems and the measurement of operational performance and strategy alignment.
- Explore strategies for achieving strategic sustainability, including the implementation of the "three pillars of sustainability," tactics for maintaining a competitive advantage, and the utilization of innovation and creativity to address future challenges.

Course Outline

• 01 Day One

Building blocks of strategy

- VMOST and stakeholder analysis
- Analysing external threats and opportunities
- Analysing internal resources, capabilities, and practices
- Developing strategies and tactics to conduct internal and external analysis

• 02 Day Two

Strategic management

- Strategy formulation and creating alignment to establish organisational direction
- Identifying Key Success Factors (KSF) and setting Key Performance Indicators (KPI)
- Formulating operational and functional strategies

• 03 Day Three

Strategy implementation

- Developing a strategic leadership team to articulate and communicate the strategy
- Developing of strategic action plan for implementation
- Effective approaches to strategic implementation: reactive vs proactive

• 04 Day Four

Monitoring and measuring performance

- Developing monitoring and review systems for strategic projects and initiatives
- Measuring operational performance and strategy alignment
- Informing and reporting on the strategic planning process

• 05 Day Five

Strategic sustainability

- Implementing the “three pillars of sustainability”
- Tactics for maintaining a competitive advantage
- Utilising innovation and creativity for future challenges

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 20, 2025	April 24, 2025	5 days	4250.00 \$	KSA - Riyadh
July 27, 2025	July 31, 2025	5 days	2150.00 \$	Virtual - Online
Sept. 8, 2025	Sept. 12, 2025	5 days	4250.00 \$	UAE - Dubai
Dec. 15, 2025	Dec. 19, 2025	5 days	4950.00 \$	Thailand - Bangkok