

# Building a business strategy

Hands-on course of 3 days - 21h

Ref.: INI - Price 2024: CHF2 100 (excl. taxes)

## EDUCATIONAL OBJECTIVES

At the end of the training, the trainee will be able to:

- Build a master plan for your company's strategy
- Analyze the background and create a strategic diagnosis
- Identify various analysis assistance tools
- Define your positioning and choose your strategic options
- Oversee the deployment of your main strategic goals
- Improve your leadership to mobilize your teams

## THE PROGRAMME

last updated: 01/2018

### 1) Building the strategy's master plan

- Defining the company's general policy.
- Promoting the company's vision or purpose.
- Deploying the strategic objectives.

### 2) Analyzing the company's background

- Impact of globalisation.
- E-commerce and consequences.
- Sustainable development and new priorities.

### 3) Creating your strategic assessment

- External analysis:
  - Identifying your competitors.
  - Assessing the market's supply and demand.
  - Studying the competitive dynamic.
- Internal assessment:
  - Building the company's value chain.
  - Identifying the company's strategic resources.
  - Assessing the internal skills and how to transfer them.

*Hands-on work* : Conduct a strategic assessment of a given company.

### 4) Strategic analysis assistance tools

- Use PEST and SWOT matrices.
- Identifying key success factors.
- Creating the value chain.
- Locating the five Porter forces.
- Creating the BCG and McKinsey matrices.

*Hands-on work* : Create the SWOT and BCG matrices for your company.

### 5) Outlining the strategic orientations

- Drawing on your assets.
- Key success factors: Products, clients, technologies, etc.
- Drawing on your competitive advantages.

## TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

## ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

## TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

## ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@ORSYS.fr](mailto:psh-accueil@ORSYS.fr) to review your request and its feasibility.

- Taking your unique features into account: Skills/market position.
- Choosing your strategic options: Cost, differentiation, specialization, diversification.
- Defining the growth strategy: Internal or external?

*Hands-on work* : Define the positioning and growth strategy of a given company.

#### 6) Deploying the strategy

- Identifying the conditions for successful implementation.
- Taking the corporate culture into account.
- Analyzing each step to maintain an operational dynamic.
- Deploying successfully.
- Orchestrating internal and external communication.

#### 7) Developing your leadership

- Uniting your teams around the strategy.
- Locating patches of resistance.
- Using instruments of action.
- Detecting your employees' skills.
- Developing collective intelligence.

## DATES

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REMOTE CLASS

2024 : 25 Sep, 11 Dec