



**Strategic Business Management
One-Day Course**
Price: £350 per person

Is this subject applicable to your organisation? If the answer to any of the questions below is NO, then you should book this course:

- Are you happy with the strategic process you have in place?
- Do you have a sensible set of business objectives?
- Does everyone in your organisation know what the strategic vision is?
- Is your strategy easy to understand, could you describe it in a sentence?
- Do you have a set of meaningful Key Performance Indicators?

Early Registration: For bookings made at least a month prior to a course start date: **£275** per person

STRATEGIC BUSINESS MANAGEMENT

A one-day introduction for Directors, Managers and Strategy Practitioners

Course Overview

Strategies fail due to poor implementation not because they are poor strategies. Good strategic business management requires that a process is in place. This will ensure strategy is considered on a regular basis. This one-day course introduces the tools to build, implement and manage a successful strategy.

Topics covered by the course include:

- **Strategic Management** – Why it is important
- **Strategic Methodology** – Introduction to the Balanced Scorecard
- **Assessment Techniques** – How to assess and the tools used
- **Business Objectives** – The power of telling the right story
- **Key Performance Indicators** – an overview
- **Projects and Initiatives** – The ‘engine that drives change’

Who Should Attend?

Directors, Managers and Strategy Practitioners who are want more information about a systematic strategic business management process and are seeking the best practical information to help improve organisational performance.

Course Benefits

The course participant will leave with an understanding of a systematic approach to strategic planning, they will:

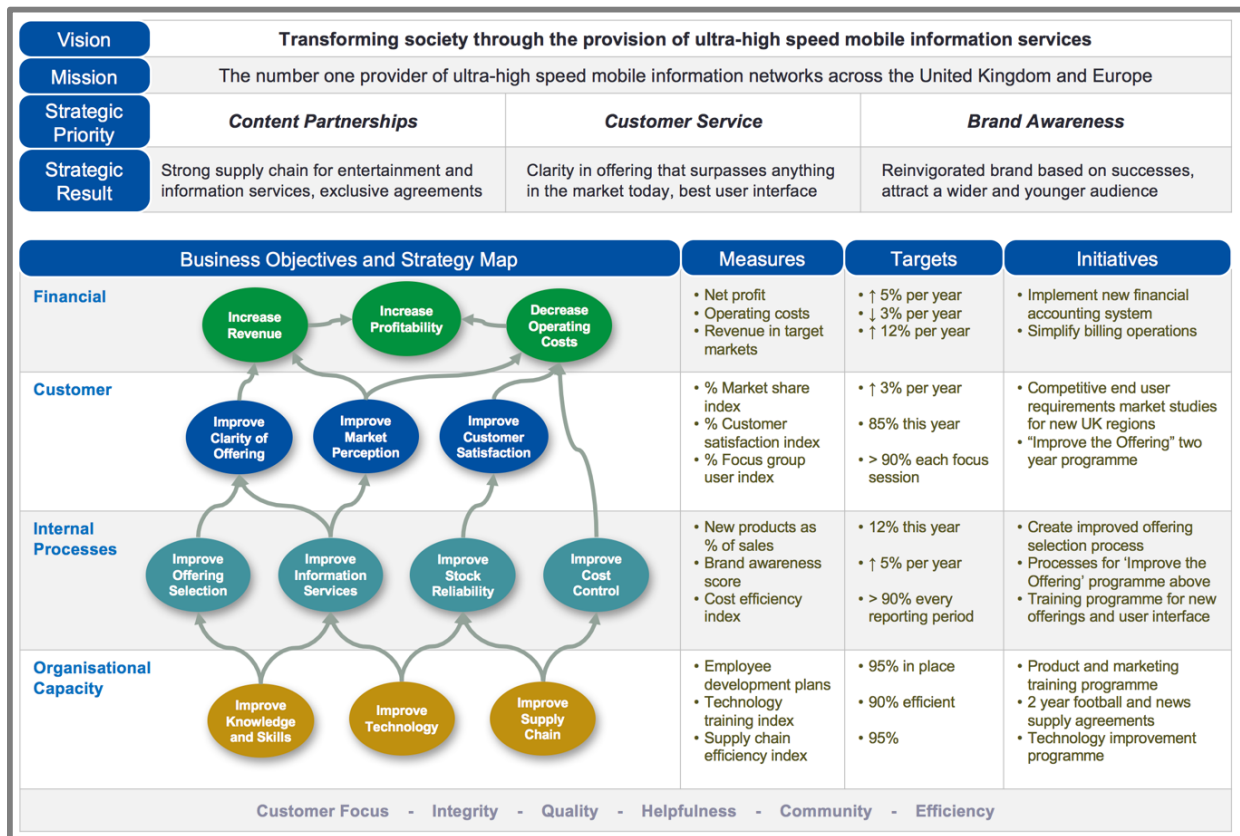
- Understand a strategic planning methodology
- Have a clear picture of the balanced Scorecard
- Practice assessment and affinity grouping methods
- Practice creating meaningful business objectives
- Build a strategy map as a model for their own organisation

Teaching and Interactive Exercises

This course requires a minimum of 6 attendees to be effective. Participants are taught and then periodically placed into groups of 3-4 to work on a case study. They present back to the whole group to reinforce learning points.

Use of Case Studies

The course exercises revolve around a case study. The case study will be chosen to suit the background of the participants. The case study will enable the participants to practice some of the techniques introduced with the aim of creating a large part of an Integrated Strategy Map:



What do others say?

"We all had our own ideas but the workshop through a set of exercises and lively discussions, enabled us to narrow down to the priorities that would add most value to our business."

Bruce Bultitude, Managing Director, PowerJacks

"The balance between learning and practical exercises to help move our strategy forward was perfect. If you need someone to really kick-start your strategic activities, Intrafocus is the company to go to."

Milos Jelic CEO, Nelt

This course can be held anywhere

There is very little set-up required for this course, a laptop project and flip charts. Due to the practical exercises, it is best suited to classes sizes between ten to thirty people. If you have a preferred venue, then please let us know and we will accommodate your preference. If you do not have a venue, then Intrafocus can provide one.

We are based in Winchester and have access to venues in and around Winchester including the Chapter Room at Winchester Cathedral and meeting rooms in the Elizabeth II Court, Hampshire County Council.