

STRATEGIC MANAGEMENT



BUSINESS CHALLENGE

To provide knowledge and skills to be able to plan and implement effective strategic management.



TARGET AUDIENCE

This programme is designed for junior to middle managers.



LEARNING OUTCOMES

On successful completion of this programme, it is expected you will have the tools to be able to;

- Complete a detailed business plan and implementation strategy for a business
- Detail the processes used to plan, develop and implement the business plan
- Demonstrate knowledge of the principles of strategic management and a range of relevant tools that can be employed in the strategic management process
- Conduct a strategic analysis of a business with reference to the external and internal environments and the mission and goals of the organisation
- Develop a range of strategic options for the business, evaluate these against standard criteria and choose the best strategy for the business to adopt
- Develop an implementation plan for the chosen strategy showing how the strategy will be translated into actions or tasks. Include in the implementation plan a strategy for achieving support and buy-in from relevant stakeholders of the organisation
- Document the processes involved in developing the strategic plan



PROGRAMME STRUCTURE

This programme is highly practical and encourages participation. This includes group exercises, case studies, discussion sessions, role-plays and experiential exercises that are conducted in a relaxed and accepting learning environment.



DURATION

Duration: 2 days

Professional Development Framework:

- Capable Management
- Experienced Manager

Further Development:

- NZIM Diploma in Managerial Excellence
- Four Quadrant Leadership
- Developing Flexible Leadership
- Think on Your Feet®
- Leading Your Organisational Culture
- CEO Development Programme



LOOKING FOR A QUALIFICATION?

Strategic Management can be completed as a two-day stand-alone workshop or as part of the NZIM Managerial Excellence programme. For more information please refer to NZIM Qualifications.



IN-COMPANY OPTION

NZIM will partner with you to deliver a customised programme for your organisation. NZIM partner with some of New Zealand's leading organisations, to deliver high quality learning programmes, designed to meet specific organisational needs.