

Building a business strategy, approach and tools



MPGP-77 3 Days (21 Hours)

Description

This internship will teach you how to define a strategy using your company's strengths and taking into account internal and external factors. You will discover how to implement this strategy and mobilize teams to achieve it.

Who is this training for ?

For whom

Managers, senior managers, management committee members.

Prerequisites

- Aucun.

Training objectives

- Master the concepts and characteristics of business strategy
- Assimilate the different strategic approaches
- Conduct a strategic analysis from the study to the action plan
- Manage the deployment of its main strategic orientations
- Improve your leadership to mobilize your teams

Training program

Analyser le contexte de l'entreprise

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

Construire le schéma directeur de la stratégie

- Define the general policy of the company.
- Promote the vision or purpose of the company.
- Deploy the strategic objectives.

Les outils d'aide à l'analyse stratégique

- Use the PEST and SWOT matrices.
- Identify the key success factors.
- Create the value chain.
- Locate the five Porter's forces.
- Construct the BCG and Mac Kinsey matrices.
- Exercise Construct the SWOT and BCG matrix of your company.

Réaliser votre diagnostic stratégique

- External analysis:
- Identify your competitors.
- Evaluate market supply and demand.
- Study competitive dynamics.
- Internal diagnosis:
- Build the company's value chain.
- Identify the company's strategic resources.
- Evaluate internal skills and their transfer.
- Exercise Carry out the strategic diagnosis of a given company.

Cadrer les orientations stratégiques

- Build on your strengths.
- Key success factors: products, customers, technologies.
- Build on your competitive advantages.
- Take your specific characteristics into account: skills/position on the market.
- Choose your strategic options: cost, differentiation, specialization, diversification.
- Define the growth strategy: internal or external?
- Exercise Define the positioning and growth strategy of a given company.

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Déployer la stratégie

- Identify the conditions for successful implementation.
- Take the company culture into account.
- Analyze the different stages to maintain operational dynamics .
- Succeed in your deployment.
- Orchestrate internal and external communication.

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Développer votre leadership

- Unite your teams around the strategy.
- Identify the sources of resistance.
- Use the levers of action.
- Detect the talents of its employees.
- Develop collective intelligence.
- E-learning after face-to-face The main principles for defining your strategic project Mastering analysis
SWOT Understand market dynamics Value chain and competitive advantage Carry out a cost strategy
Carry out a differentiation strategy Create value and strategy