MANAGEMENT

# Strategic management training

Strategic planning, business diagnostics, KPI and performance monitoring for managers and entrepreneurs. Explore the program, case study and conditions of participation.

900 AZN · Prices may change depending on current conditions.

## Who is it for

Company executives · Entrepreneurs

## Session plan

### 01 Value created by strategy

- What is strategy, and what is it not?
- Why do some companies' strategies work while others' do not?
- Concepts of competitive advantage and the value chain
- Impact of strategic decisions on business outcomes

### 02 Strategy development

- Analysis of the business's current state
- Diagnosis using SWOT and Porter's analysis
- Defining strategic choices and priorities
- Formulating goals and measurable outcomes

### 03 Practical exercise

- Developing a strategy based on a real company example
- Group work: business model analysis
- Identifying strategic issues
- Live discussions with mentor support

### 04 Strategy execution

- Why do strategies fail during execution?
- Preparing the implementation plan
- Aligning teams and resources
- Establishing performance indicators (KPIs)

## 05 Implementing strategic management

- Integrating strategic thinking into daily management
- The leader's role in strategy
- Managing change and risks
- Continuous strategy updating

## 06 Group presentations

- Presentation of the developed strategy
- Expert opinion and feedback
- Discussion of practical results
- Final analysis of the training

### Contact and enrolment

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