



Training Seminars & Conferences

An Intensive 5-Day Training Seminar On

Strategic Thinking & Decision Making in Competitive Environments

Creating the Organisation of the Future

25 - 29 Nov 2019, Washington DC

08 - 12 Jun 2020, Berlin

23 - 27 Nov 2020, Washington DC



 View Details

Strategic Thinking & Decision Making in Competitive Environments

Creating the Organisation of the Future

INTRODUCTION

Today's business is done in an increasingly competitive and fast-changing environment. Product life-cycles are shortening; technology is changing rapidly; markets are opening globally. Companies now need to think faster, develop quicker and often change radically if they are to achieve profitable growth and create tomorrow's organisation out of today's organisation.

This highly interactive EuroMaTech training course on Strategic Thinking & Decision Making in Competitive Environments has been developed for experienced management team members who now need to step up and take new opportunities and at the same time deal with new threats from existing and emerging competitors.

Participants attending the Strategic Thinking & Decision Making in Competitive Environments training course will develop the following specific competencies:

- Business Value Analysis
- Customer Analysis
- Project Choice
- Project Management and Control
- Change and Development

PROGRAMME OBJECTIVES

EuroMaTech's Strategic Thinking & Decision Making in Competitive Environments training course aims to help participants to achieve the following objectives:

- Gain an understanding of the workings of competitive markets
- Identify the right tools and techniques to use in market analysis
- Build an effective system for acquiring and processing competitor information
- Understand the processes and the strategic significance of value migration
- Manage simultaneous competitive / collaborative business relationships
- Create sustainable differentiation on the basis of the total business model

WHO SHOULD ATTEND?

The Strategic Thinking & Decision Making in Competitive Environments training course is suitable for a very wide range of professionals involved in private and public sector organisations and their activities, but it will be particularly beneficial to:

- Strategic Planners
- Top-level Operations Personnel
- Marketing Analysts
- Technical and Research Professionals
- Specialists in Corporate Finance
- Human Resource Team who contribute to long-term Staff Development

TRAINING METHODOLOGY

The Strategic Thinking & Decision Making in Competitive Environments training course will combine presentations with instructor-guided interactive discussions between participating delegates that relate to their individual interests.

In addition practical exercises, video material and case studies will stimulate and support these discussions in order to provide maximum benefit to the participants. Above all, the course leader will make extensive use of case examples and case studies based on real-life strategic issues and situations in which he has been personally involved.

PROGRAMME SUMMARY

This unique EuroMaTech training course on Strategic Thinking & Decision Making in Competitive Environments covers the critical areas of understanding market trends, value analysis, competitor evaluation and programme / project development.

IN-HOUSE TRAINING

EuroMaTech is capable of conducting this training programme exclusively for your delegates. Please e-mail us on inhouse@euromatech.ae for further information and/or to receive a comprehensive proposal.

PROGRAM OUTLINE

DAY 01

Evaluating the Business and its Potential

- What is the value structure of a business?
- How and why is this changing?
- The “value chain” and “value ladder” in strategic thinking
- Financial and non-financial evaluation of the business
- Foresight – *the most important activity in strategy*
- The underlying concept of profitable growth
- Case study

DAY 02

Strategic Analysis in a Competitive Context

- Learning from best practice
- Introducing a strategic mindset
- Managing internal and external relationships in strategy development
- Assessing risk in strategic decisions
- How to review and evaluate initiatives and projects
- Securing the cohesion of strategic programmes and projects
- Case example or case study

DAY 03

Dealing with Choice and Complexity

- Strategic choice 1 – *working out what to do and what not to do*
- Strategic choice 2 – *incorporating agility and contingency provision*
- The economics of the “make-versus-buy” decision
- Use of information technology to cope with increasing complexity
- Supply-demand chain optimisation
- Participating in a virtual or extended organisation
- Case study on dealing with complexity

DAY 04

Strategic Decision-Making

- The membership of an effective strategic planning team
- Project evaluation and ranking of opportunities
- Innovation – *its place in the strategic decision process*
- Risk analysis and risk management – *tools and techniques*
- Setting project objectives, milestones and performance measures
- Sustaining differentiation on the basis of the total business model
- Case study of a real-life strategic decision

DAY 05

Implementing Strategy and Deciding on Long-Term Development

- Why do most strategic plans never get implemented?
- Strategy implementation – how to break it down and get it done
- Implementation as a “mission critical” management activity
- Plan ahead – only as far as you can see
- Leveraging experience to convert foresight into programmes and projects
- Discussion of delegates’ plans for follow-up action
- Overview and summary of the complete course

QUALITY CERTIFICATIONS & ACCREDITATIONS



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✓	Date	Venue	Fee(\$)
	25 - 29 Nov 2019	Washington DC	US\$6,950
	08 - 12 Jun 2020	Berlin	US\$5,950
	23 - 27 Nov 2020	Washington DC	US\$6,950

*This fee is inclusive of instruction materials, documentation, lunch, coffee/tea breaks & snack. All Fees are subject to 5% Value Added Tax (VAT).**

Your Details

Name (Mr/Ms):.....
Position:..... Organisation:.....
Address:.....
.....
City / Country:
Telephone / Fax:

Mode Of Payment

- Please find enclosed a cheque made payable to EuroMaTech
 Please invoice me
 Please invoice my company as follows:

Contact Name:
Company Name:
Address:.....

Documentation

High Quality material has been prepared by the Seminar Leader for distribution to delegates. In addition, a special note pad to facilitate note taking will be provided.

Certificates

A Certificate of Completion will be issued to those who attend & successfully complete the programme.

Schedule

Our Course timings commences at 08:30 and concludes at 14:00, followed by lunch on a daily basis.

Hotel Accommodation

EuroMaTech has negotiated special rates for a limited number of rooms in the hotel. Early registration will help to secure a room at the reduced rate.

Registration & Payment

Please complete the registration form on this page & return it to us indicating your preferred mode of payment. For Further Information, Contact Your Nearest EuroMaTech Office.

Cancellation Policy

Request for seminar cancellation must be made in writing & received at EuroMaTech three weeks prior to the seminar date. A U.S.\$250/- processing fee will be charged per delegate for each cancellation. Thereafter, we regret that we are unable to refund any fees due, although in such cases we would be happy to welcome a colleague who would substitute for you.

Disclaimer

EuroMaTech reserves the right to alter the content, location of the Seminar, or the identity of the speakers in case of events beyond our control.

***VAT Announcement:** The Government of UAE have introduced Value Added Tax (VAT) on goods and services from 01-January-2018. In compliance with the legislation issued by the UAE Government, we will be applying a 5% VAT on the fees for all our programs and services offered from January 2018 as applicable and stipulated in the FTA circulars.

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