

Corporate Strategy Training

Two-day workshop



Helping C-Suite professionals and top managers raise their awareness of Strategy in order to make better business decisions

Objective

To encourage strategic thinking, provide the toolkit to do this well and enable participants to make the right long-term decisions in managing their businesses.

Who should attend?

C-Suite, Directors and Managers who need to make business decisions and are involved in strategic planning.

Overview and benefits of attending

"If you don't know where you want to be, then it doesn't matter which way you go."

So said The Cheshire Cat in Lewis Carroll's Alice in Wonderland. Good business decision making needs to start with Strategy.

Business managers are naturally focused on running their businesses. In this pursuit of operational and functional excellence, there is a risk that short term performance delivery takes priority over strategic thinking and its longer term goal of driving sustainable value creation. The consequences of this are exaggerated in the context of growing disruption and a fast rate of change.

Above all, this module will focus on helping you explore the fundamental determinants of business success and providing the tools for doing this in a practical way.

Where is the next wave of growth is coming from? Should it be new products, new geographies, selling more to your existing customers, winning new customers, or something else?



Strategy training agenda

Theories of Strategy

- Understand what Strategy means, how companies usually define strategy, and what makes a good strategy
- Apprehend concepts such as Strategic Ambition, Vision, Competitive Advantage, Growth Options, etc.
- Learn how to use the typical strategy tools: BCG Matrix, Value Chain analysis, VRIO model, 3Cs, etc.

Strategy Formulation

- Understand how companies usually develop their strategy, in practice, and through case studies

Strategy implementation

- Understand key challenges in Strategy implementation, and why strategies fail
- Share best practices for strategy implementation

What did past participants say?

“Engaging, Refreshing”

“Interesting discussions”

“Useful to see the real life application of strategy, and relevance of the strategic frameworks”

“A lot of insights shared, with good real-life examples”

Training outline (example of a 2-day course)

Day 1 (Theory / sharing)

- Introduction to Strategy
- Sustainable competitive advantage
- Group vs. Business Unit Strategy

Day 2 (Making it happen & Case study)

- Implementing your strategy
- Change management and monitoring
- Team case presentations

About your workshop leader



Oliver Wilkinson

Oliver is a Strategy Partner based in Singapore. He brings 12+ years experience as an advisor to top businesses and financial investors. years.

Alongside his core client work, Oli has extensive experience in designing and delivering Strategy courses.

Oli holds a Masters in Mathematics (First Class Honours) from Oxford University and is a member of the Institute of Chartered Accountants in England & Wales.



Kieran Mahanty

Kieran is a Strategy Manager based in Singapore.

He has supported strategy development for clients across a broad range of sectors and advised on transactions of €1bn+

Kieran holds a First Class degree in Politics, Philosophy and Economics and a Masters in International Relations, from the University of Oxford.

How to register

For any further queries, please email sg_academy_mailbox@pwc.com