



Title: Strategic Thinking

Instructor: Youssef Youssef

Length of Course: 1 day

Description: Practical advice for managers in charge of shaping and executing organizational strategy. Includes tips for analyzing opportunities, challenges, and the potential consequences of high-level action plans. Addresses identification of broad patterns and trends, creative thinking, analysis of complex information, and prioritization of actions.

Program Content:

Strategy and Management

- Strategic Management
- Strategy development process
- Strategic thinking and entrepreneurship

The External Environment

- The Broad Environment
- The Task Environment
- The Global Business Environment
- The Value Chain

Organizational Resources and Competitive Advantage

- Resource Based View of the Firm
- Human Resources
- Physical Resources
- Financial Resources
- Knowledge and Learning Resources

Strategic Leadership and Strategic Direction

- Strategic Leadership
- Strategic Direction
- Organizational Value and Strategy

Business Strategy

- Corporate Strategy
- Strategic Planning
- Strategy Implementation
- Strategy Analysis



What You Will Learn:

- How to set up a successful strategy
- How to design a successful Strategic Plan
- How to implement and evaluate and revise the effectiveness of implemented strategies

Who Should Attend:

Anyone interested in developing skills and techniques in Strategic Management