



course : Strategic Thinking & Decision Making in Competitive Environments

City :	Amsterdam	Hotel :	Hotel Okura Amsterdam
Start Date :	2025-11-24	End Date :	2025-11-28
Duration :	1 Week	Price :	5950 \$

Course Overview

Today's business environment is increasingly competitive and fast-changing. Product life-cycles are shortening, technology evolves rapidly, and markets are opening globally. To achieve profitable growth, organizations must think faster, innovate quicker, and often transform radically.

This highly interactive Strategic Thinking & Decision Making training course is designed for experienced management team members who need to capitalize on new opportunities while effectively managing threats from existing and emerging competitors. Participants will gain the knowledge and tools to make sound strategic decisions that drive organizational success.

Course Objectives

By the end of this training course, participants will be able to:

- Understand the dynamics of competitive markets and their impact on business strategy.
- Identify and apply the right tools and techniques for market and competitor analysis.
- Build systems for acquiring, analyzing, and acting on competitor and market intelligence.
- Understand the processes and strategic significance of value migration.
- Manage simultaneous competitive and collaborative business relationships.
- Create sustainable differentiation through the total business model.

Target Audience

This course is suitable for a wide range of professionals in both private and public sector organizations, including:

- Strategic Planners
- Senior Operations Personnel
- Marketing Analysts
- Technical and Research Professionals
- Corporate Finance Specialists
- HR Teams involved in long-term staff development

Methodology



This course combines instructor-led presentations with interactive discussions tailored to participants' real-life strategic challenges. Practical exercises, video materials, and case studies will enhance learning by providing examples of real-world strategic decisions and business situations.

Course Outline

Day 1: Evaluating the Business and its Potential

- Understanding the value structure of a business and its evolution
- Value chain and value ladder in strategic thinking
- Financial and non-financial business evaluation
- Strategic foresight as a critical activity
- Concept of profitable growth

Day 2: Strategic Analysis in a Competitive Context

- Learning from best practices
- Introducing a strategic mindset
- Managing internal and external relationships in strategy development
- Assessing risk in strategic decisions
- Reviewing and evaluating initiatives and projects
- Securing cohesion of strategic programs

Day 3: Dealing with Choice and Complexity

- Strategic choices: deciding what to do and what not to do
- Incorporating agility and contingency planning
- Make-versus-buy decisions
- Leveraging information technology for complexity management
- Supply-demand chain optimization
- Participating in virtual or extended organizations

Day 4: Strategic Decision-Making

- Building an effective strategic planning team
- Project evaluation and ranking opportunities
- Innovation in the strategic decision process
- Risk analysis and management tools



- Setting objectives, milestones, and performance measures
- Sustaining differentiation through the total business model

Day 5: Implementing Strategy and Long-Term Development

- Overcoming challenges in strategy implementation
- Breaking down strategic plans into actionable steps
- Implementation as a mission-critical activity
- Planning ahead with foresight and leveraging experience
- Converting foresight into programs and projects
- Discussion of delegates' follow-up action plans

Certificates

On successful completion of this training course, HighPoint Certificate will be awarded to the delegates. Continuing Professional Education credits (CPE): In accordance with the standards of the National Registry of CPE Sponsors, one CPE credit is granted per 50 minutes of attendance.