

Fundamental basis of functional management: The global strategy of an organisation

GENERAL AIM OF THE TRAINING

- To take part in the definition of strategic action plans
- To suggest and implement orientations within different services
- To follow up on activities, to control results, to complete service activity reporting
- To supervise operational managers
- To manage human and financial means, and to optimise their use

PROGRAMME

Notions of strategy

- Strategic decisions: the company's objectives, the knowhow of the company (competencies), what the company aims to do (goals), characteristics of the strategical decisions, strategic influence of the environment, of the company resources, of expectations, and of stakeholders' intentions
- Deliberate strategy, emerging strategy, completed strategy: Mintzberg's model
- Organisational resilience: how can an organisation be able to face a serious challenge

The strategic approach

- The steps of a strategic approach: external diagnosis (environmental analysis), internal diagnosis (company analysis), identification and evaluation of possible action courses, integration of environment values, integration of managerial values, strategy statement
- The critical elements of the strategic approach: the Porter model, strategic business areas, characteristics

Strategic segmentation

- Segmentation approach: analysis per strategic business area according to the customers, markets, distribution networks, specific competitors, specific technologies, specific competencies
- Strategic segmentation and marketing segmentation: analysis level, segmentation principle, identified segment type, segmentation aim

Operational analysis of your global strategy per strategic activity area

- LCAG (Learned, Christensen, Andrew, Guth) model: analysis of the environment, of the company, of the advantages and disadvantages, of the risks, Corporate social responsibility (CRS)
- SWOT model: internal diagnosis (strengths & weaknesses), external diagnosis (advantages & threats)
- Formulation of strategic objectives et implementation of an action plan

TARGET AUDIENCE

Functional managers, executive management, senior executives, management committee, steering committee

PREREQUISITE

No degree or certificate required.

MODALITIES

Inter-company training:

Organisation: 4 to 8 participants.
Modality: online training
Language: French.
Duration: 14 hours (2 days).
Dates: contact us.
Inter-company fees: € 1,200 VAT not incl. per person.
Accessibility: online training, accessible to people with disabilities.
Access time after registration: 1 month.
Educational means: Alternative theoretical and practical means with case studies and analysis tools.
Assessment: tests and quizzes throughout the training

In-company training:

Organisation: private or group course.
Modality: online training or on site of your company.
Language: French.
Duration: 14 hours (2 days)
In-company fees: contact us for a quote.
Accessibility: online training or on site in your company.
Accessible to people with disabilities. Please let us know.
Access time after registration: 1 month.
Educational means: Alternative theoretical and practical means with case studies and analysis tools.
Assessment: tests and quizzes throughout the training