

COURSE OUTLINE

Strategic Frameworks

Who is it for?

This is an interactive workshop for Directors, CFOs, CIOs, General Managers, Business Owners, Business Unit Heads, Heads of Strategy, Business Development Executives, Heads of Sales and Marketing and anyone else involved in setting the strategy of their organisation.

What is it about?

This workshop aims to give delegates a 'tour' of some of the strategic thinking models currently employed by organisations. These models provide frameworks through which delegates can structure their thinking and gain clarity of purpose for their organisation.

What will it cover?

- Definition of strategy
- Six dimensions of strategy
- Approaches to strategy
- Origins of strategy
- Organisational purpose
- ABC Analysis
- Adoption Cycle / Consumer Adoption Curve
- Ansoff Marketing Strategies
- Balanced Scorecard
- BCG Growth-Share Matrix
- Benchmarking
- Blue Ocean Strategy
- Break-even Analysis
- Business Strategy Diamond
- Cluster Analysis
- Consumer Decision Journey
- Core Competence Analysis
- Cost Structure v Differentiation
- Cost Structure Analysis – Operational Gearing
- Customer Experience
- Customer Value Proposition
- Diversification
- Economies of Scale
- Environmental Analysis

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- Economies of Scale & the Experience Curve
- Fiaccabrino Selection Process
- First Mover Advantage
- Four Actions Framework
- Gap Analysis
- Key Success Factors (KSF)
- Marketing Sizing & Share
- McKinsey 7 S Framework
- Net Present Value
- Net Present Value & Internal Rates of Return
- Porter Competition Strategies
- Porter's 5 Forces
- Portfolio Strategies
- Price Elasticity
- Product Life Cycle
- Relative Cost Positioning
- Rogers' Five Factors
- Six Thinking Hats
- Stakeholder Analysis
- Structure-Conduct-Performance (SCP)
- SWOT Analysis
- SWOT Strategies
- Treacy / Wiersema Market Positioning
- Value Chain Analysis

What will I learn?

By attending this workshop, participants will:

- Become acquainted with the various strategic models and how they might be applied to their business
- Have the opportunity to start thinking differently
- To identify and create uncontested market space that makes the competition irrelevant.
- Be equipped with proven and effective value innovation tools for creating effective strategies.