

BOOST YOUR BUSINESS

AND YOUR CAREER

WITH A WORLD-CLASS

STRATEGIC MANAGEMENT

FOR GROWTH

MASTER COURSE



STRATEGIC MANAGEMENT FOR GROWTH MASTER COURSE

OBJECTIVES

This essential **Master Course** aims to develop state of the art practical

- **Strategic Management** and Leadership Skills to Advance to Top Level
- **Strategies for Growth and Business Development** in a Global Environment
- **Business Plans** which are Viable, Bankable, Profitable and Scalable
- **Action Plans** for Successful Implementation and Results
- **Real Empowerment** for Equity, Management and Enterprise Development
- **Strategic Alignment** and Synergies across all areas of the Organisation

WHO SHOULD ATTEND

All Levels of Management wishing to enhance their careers including Directors, Executives, Managers, Business Owners, Entrepreneurs, Graduates, Professionals and Trainees across Sectors and Functions

DURATION

The Course is available by **Blended Online Learning** over **3 months** and **Seminars** over **3 Days**, with practical work-related **Assignments, Coaching and Support** as required.

PAST PARTICIPANTS

PAST PARTICIPANTS include Managers from ABSA, Blue Label, BMW, Cell C, DBSA, Ford, FNB, IDC, Investec, Nedbank, Nedlac, National, Provincial and Local Government, Namibia Government, Mintek, Transnet, Vodacom, Entrepreneurs, Professionals and SMME's



In association with **NATGROWTH** Growth, Development and Investment Centre

STRATEGIC MANAGEMENT FOR GROWTH

COURSE OUTLINE

DAY 1 / MONTH 1

Overview: Strategic Management Frameworks, Processes, Concepts and Alignment including Vision, Mission, Strategy, Business Plan, Strategic Thinking, Agility, Creativity, Innovation, Disruption, Entrepreneurship, Emergent and Participative Processes

Vision and Mission: Aligning Vision, Mission, Purpose, Business Definition, Unique Value Propositions, Values, Culture, Competencies, Goals and Objectives, across all areas of the Organisation and its Stakeholders

External Environment: Analysing Scenarios, Trends, Issues, Opportunities, Threats and Risks across Political, Economic, Socio-Cultural, Technological. Environmental and Legal (PESTEL) Factors, such as Growth, Employment, Globalisation and 4IR

DAY 2 / MONTH 2

Industry and Competitors: Analysing Industry Structure, Forces and Value Chains, including Markets, Suppliers, Substitutes, Rivals, New Entrants, Barriers, Drivers, Industry Attractiveness and Competitive Advantages

Internal Analysis: Identifying Value Chains, Strengths and Weaknesses in all areas of the Organisation including Management, Human Resources, Finance, Marketing, Operations, Logistics, Service and Technology

Strategy Development for Growth: Applying Strategic Models, Competiveness, Global Growth, Portfolios, Digitization, Disruption, Turnarounds, Mergers and Acquisitions, BBBEE Enterprise and Supplier Development

DAY 3 / MONTH 3

Business Planning: Detailed Plans applying Strategic Guidelines and Business Models; Viability and Risk Assessments; Start-up, Scalability and Expansion; and Functional Plans such as Marketing, Finance, Human Resources, Operations, Logistics and Technology

Strategic Financial Planning, Aligning Business and Financial Strategies, Plans, Projections, Budgets, Viability, Sustainability and Bankability, Funding Sources and Types, Investment Proposals, Deal-Structuring, and Investment Appraisal

Strategy Implementation: Action Plans, Project Management, Systems, Leadership Dynamics and Skills, Change Management, Team-building, Performance Management, Information Systems, Monitoring, Evaluation and Rewards

COURSE DIRECTOR

ERIC D STILLERMAN CEO B SocSc BAcc CA (SA) MA (cum laude). Leading Specialist in Strategic Management, Growth, Development, Business Planning and Finance with over 20 years experience in a wide range of organisations across the Private and Public Sectors

ACCREDITATION

SA Board for People Practices (SABPP) approved for BBBEE, CPD, Enterprise and Supplier Development and Skills Development. The Course is part of a **Postgraduate** Strategic Management Programme **recognised internationally** and by **SAQA** at Level 7-8.

**STRATEGIC MANAGEMENT
POSTGRADUATE PROGRAMME
LEVEL 7/8**

COURSE MODULES	OUTLINE
2-3 Months	Topics
STRATEGIC MANAGEMENT FOR GROWTH	Business Environment, Strategies for Growth. Technology, Managing Projects, Implementation
FINANCE FOR STRATEGIC MANAGERS	Interpreting Business Accounts, Tools of Financial Analysis, Asset Management, Strategic Alignment
STRATEGIC MARKETING MANAGEMENT	Marketing Strategy, Customer and Competitor Analysis, Creativity, Innovation, E-marketing
STRATEGIC HUMAN RESOURCE MANAGEMENT	Strategic HRM, Managing High Performance Teams, Recruitment, Learning and Development
PERSONAL DEVELOPMENT FOR LEADERSHIP AND STRATEGIC MANAGEMENT	Leadership Qualities, Interpersonal Skills, Creativity and Innovation, Motivating and Influencing People
ORGANISATIONAL BEHAVIOUR	Organisation Behaviour, Culture and Ethics, Innovation, Quality, Strategy and Systems
CORPORATE COMMUNICATION STRATEGIES	Corporate Communications, Strategic Marketing, E-Marketing, Communications Strategies
RESEARCH FOR STRATEGIC DEVELOPMENT	Strategic Research , Applying Theory, Quantitative Techniques and Project Management