BUSINESS STRATEGY TRANSLATION

COURSE INFORMATION

IMPACT Financial Training Academy invites you to join us on a journey of practical strategy formulation for your company, department or business unit. The purpose of this Business Strategy Translation course is to facilitate a critical analysis of your current strategy, equip you with various useful strategic tools, and assist you in formulating a strategic plan for your company, department or business unit.

A study on strategic planning execution authored by Renaissance Solutions, notes that of the 101 corporate participants surveyed, 57% report only "little or some" linkage between the priorities of long-range strategy and the annual budget. Source: The Corporate Strategy Board, Congruence of Strategic Planning and Budgeting Process.

COURSE CONTENT

The models listed below will be reviewed and practically evaluated within your environment. The course is presented in the form of a workshop where the working of the model will be explained briefly, and then the delegates need to practically test, apply and populate the model in their own environment. There will also be feedback sessions regarding each of the models to consolidate the results into a strategic plan for the company, department or business unit.

- Setting business goals and objectives
- PESTEL: Analyses external environment
- SWOT analysis: Analyses strengths, weaknesses, opportunities and threats
- Mendelow's matrix: Determines handling of stakeholders
- Porter's Five Forces: Analyses competitive environment
- Addressing the profit gap
- Value chain analysis
- Boston Consulting Group matrix: Portfolio planning
- Ansoff's growth vector matrix / Product-market mix
- Evaluating strategic options: Suitability, Acceptability, Feasibility
- Balanced Scorecard

CONTACT US:

Cell: 072 227 4028 | Tel: 012 347 6780 | E-mail: Info@ImpactAcademy.co.za

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