

Course No. 1324

Advanced Strategic Management Training Course

**STRATEGIC MANAGEMENT & CORPORATE STRATEGY
BUSINESS, MANAGEMENT & LEADERSHIP**

DURATION

5 Days

LOCATION

Marrakesh, Morocco

DELIVERY

Classroom

DATES

28 Dec 2026 – 1 Jan 2027



Scheduled Event Details

CITY	Marrakesh, Morocco
DATE	28 Dec 2026 – 1 Jan 2027
DELIVERY TYPE	Classroom
COURSE FEE	€4,300

Course Overview

The Advanced Strategic Management Training Course is a comprehensive executive-level program designed to strengthen the ability of senior managers, strategic leaders, and business professionals to analyze complex strategic issues, evaluate changing business environments, make informed strategic decisions, and develop organizational responses that support sustainable performance and long-term growth. The course focuses on building an integrated strategic perspective that enables participants to move beyond routine management toward more sophisticated approaches to strategic leadership, decision-making, and organizational direction.

Advanced strategic management requires leaders to connect external market conditions with internal capabilities, organizational objectives, resources, risks, opportunities, and future possibilities. This course provides a structured framework for strategic analysis, strategic choice, priority setting, resource allocation, portfolio management, risk assessment, and strategy execution. Participants will develop the ability to evaluate how strategic decisions influence organizational performance, competitive positioning, value creation, and long-term resilience.

The program addresses advanced topics including strategic thinking, strategic analysis, competitive advantage, industry and environmental analysis, corporate and business portfolio management, growth and diversification strategies, strategic decision-making, strategic risk management, scenario analysis, resource allocation, strategic governance, strategy execution, performance management, and organizational change. Particular emphasis is placed on converting strategic analysis into practical decisions, prioritized initiatives, and measurable organizational outcomes.

The Advanced Strategic Management Training Course is suitable for government entities, ministries, public sector organizations, banks and financial institutions, oil and gas organizations, and large corporations. Through executive case studies, analytical exercises, strategic scenarios, decision-making simulations, and an integrated final workshop, participants will strengthen their ability to

address complex strategic challenges, evaluate alternatives, manage strategic risks, allocate resources, and enhance organizational adaptability and performance.

Objectives

- Analyze complex strategic environments and identify internal and external factors influencing organizational decisions during the course.
- Evaluate organizational capabilities, resources, competitive positioning, and business portfolios to identify strategic strengths and gaps.
- Apply advanced strategic thinking and analysis techniques to assess complex challenges, opportunities, uncertainty, and emerging business conditions.
- Develop advanced organizational strategies aligned with corporate vision, strategic objectives, capabilities, and changing environmental conditions.
- Evaluate strategic alternatives according to value creation, feasibility, resource requirements, risk, strategic fit, and expected impact.
- Design strategic options for growth, expansion, diversification, partnerships, and organizational capability development.
- Improve strategic resource and investment decisions by aligning allocation choices with organizational strategic priorities.
- Develop strategic risk management frameworks to address uncertainty, disruption, market changes, and emerging organizational threats.
- Apply scenario analysis and strategic foresight techniques to strengthen strategic preparedness and decision-making.
- Strengthen strategic governance, accountability, and performance management mechanisms supporting strategy and strategic initiatives.
- Evaluate strategy execution gaps and develop corrective and improvement actions to enhance organizational performance.
- Prepare an integrated advanced strategic management framework addressing a selected organizational challenge or strategic opportunity.

Who Should Attend

The Advanced Strategic Management Training Course is designed for executive leaders, chief executives, senior managers, strategy directors, strategic planning managers, business unit leaders, department heads, corporate development managers, transformation leaders, portfolio and initiative managers, performance management professionals, investment specialists, risk management professionals, governance specialists, and decision makers involved in shaping organizational strategic direction.

The course is particularly suitable for professionals working in government entities, ministries, public sector organizations, banks and financial institutions, oil and gas organizations, energy companies, industrial groups, commercial enterprises, and large corporations. It is also relevant to professionals in strategy, strategic planning, finance, investment, operations, business development, risk management, governance, organizational development, digital transformation, and performance management.

The program is especially valuable for experienced managers and professionals who already have exposure to management or strategic planning and want to strengthen their capabilities in complex strategic analysis, executive decision-making, portfolio management, strategic risk, uncertainty, and organizational change. It is also appropriate for leaders responsible for aligning strategy, resources, execution, and organizational performance.

Learning Outcomes

- Analyze complex strategic issues and assess their potential impact on organizational performance and long-term strategic direction.
- Apply advanced strategic analysis and strategic thinking techniques to different organizational and business situations.
- Evaluate external environments, industries, markets, competitors, trends, and emerging forces affecting organizational strategy.
- Assess organizational capabilities, resources, business portfolios, and strategic gaps to identify sources of value.
- Develop and compare strategic alternatives based on strategic fit, value, feasibility, resources, risk, and expected outcomes.
- Design advanced growth, expansion, diversification, partnership, and capability development

strategies.

- Apply scenario analysis to support strategic decision-making under uncertainty and changing business conditions.
- Develop practical frameworks for strategic risk management and organizational responses to disruption and change.
- Improve strategic resource and investment allocation by connecting resources with strategic priorities and expected value.
- Develop strategic performance indicators and governance mechanisms for monitoring strategy and strategic initiatives.
- Analyze strategy execution gaps and determine appropriate corrective and improvement actions.
- Prepare and present an integrated advanced strategic management framework addressing a real or simulated organizational challenge.

Course Outline

DAY 01

Advanced Strategic Thinking and Strategic Analysis

- Understanding advanced strategic management and its role in complex organizations
- Developing strategic thinking capabilities for executives and senior managers
- Strategic thinking versus strategic planning, operational management, and tactical decision-making
- Analyzing the internal and external strategic environment
- Assessing economic, market, technological, regulatory, industry, and organizational trends
- Evaluating industry dynamics and competitive forces
- Identifying complex strategic issues and long-term organizational challenges
- Identifying and testing strategic assumptions and underlying hypotheses
- Assessing organizational strengths, weaknesses, capabilities, and strategic gaps
- Analyzing sources of value creation and competitive advantage
- Developing an integrated strategic perspective for the organization

DAY 01 — CONTINUED

PRACTICAL APPLICATION AND DISCUSSION

Conducting an advanced strategic assessment and identifying key strategic issues, assumptions, and capability gaps for a selected organization

DAY 02**Strategic Decision-Making and Advanced Strategic Options**

- Principles of strategic decision-making in complex and uncertain environments
- Evaluating strategic alternatives and corporate-level strategic choices
- Assessing strategic value, feasibility, resources, risks, and expected organizational impact
- Growth strategies and market expansion
- Product, service, and market development strategies
- Diversification, integration, and business restructuring strategies
- Strategic partnerships, alliances, and joint ventures
- Evaluating investment opportunities from a strategic perspective
- Managing trade-offs between growth, efficiency, stability, and risk
- Strategic decision-making with incomplete information and uncertainty
- Identifying and reducing common biases in strategic decision-making

PRACTICAL APPLICATION AND DISCUSSION

Evaluating multiple strategic options and selecting the most appropriate alternative using strategic, financial, operational, and risk-based criteria

DAY 03**Business Portfolio Management, Resources, and Organizational Advantage**

- Principles of corporate and business portfolio management
- Evaluating business units, products, services, and markets
- Assessing business unit contribution to organizational value, growth, and performance
- Establishing strategic investment priorities and capital allocation principles

DAY 03 — CONTINUED

- Balancing resources across short-term and long-term strategic initiatives
- Aligning human, technological, financial, and operational resources with strategic priorities
- Developing organizational capabilities required to support strategic objectives
- Identifying and strengthening sources of organizational and competitive advantage
- Evaluating divestment, restructuring, consolidation, and resource reallocation options
- Managing dependencies and conflicts between strategic initiatives
- Establishing criteria for prioritizing resources and strategic investments

PRACTICAL APPLICATION AND DISCUSSION

Conducting a business portfolio assessment and developing recommendations for investment, expansion, restructuring, and strategic resource allocation

DAY 04

Strategic Risk, Scenarios, Governance, and Strategy Execution

- Managing strategic risk in dynamic and uncertain environments
- Identifying financial, market, operational, technological, regulatory, and organizational risks
- Developing alternative strategic scenarios
- Assessing the potential impact of scenarios on organizational performance and business portfolios
- Developing strategic responses to disruption and unexpected changes
- Establishing early-warning mechanisms for emerging strategic issues and trends
- Strategic governance and defining accountability and decision rights
- Managing strategic initiatives and monitoring execution
- Developing strategic performance indicators and outcome measures
- Identifying strategy execution gaps and analyzing their underlying causes
- Managing strategic change and stakeholder alignment

PRACTICAL APPLICATION AND DISCUSSION

Developing strategic scenarios and an integrated framework for strategic risk, governance, execution, and organizational response

DAY 05

Advanced Strategic Management and Executive Decision-Making Workshop

- Comprehensive review of advanced strategic management principles
- Integrating strategic analysis, strategic foresight, decision-making, and resource management
- Assessing the organization's current strategic position and future direction
- Establishing medium- and long-term strategic priorities
- Developing an integrated portfolio of strategic alternatives
- Selecting the most appropriate strategy based on value, risk, resources, capabilities, and strategic fit
- Building a prioritized portfolio of strategic initiatives
- Developing strategic performance indicators and governance mechanisms
- Identifying strategic risks, dependencies, and critical success factors
- Developing a strategic execution roadmap and performance review approach
- Preparing an executive-level presentation of strategic options and recommendations

FINAL WORKSHOP, ACTION PLAN, OR IMPLEMENTATION EXERCISE

Developing and presenting an integrated Advanced Strategic Management framework covering strategic analysis, strategic options, resources, risks, scenarios, governance, performance indicators, and an execution roadmap

Register or Request More Information

Course page: <https://quest-training.com/courses/advanced-strategic-management-training-course>

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