QUEST Professional Center

PROFESSIONAL TRAINING COURSE

Course No. 1317

Corporate Growth Strategy Training Course

STRATEGIC MANAGEMENT & CORPORATE STRATEGY
BUSINESS, MANAGEMENT & LEADERSHIP

DURATION
5 Days

DELIVERY
Classroom

Course Overview

The Corporate Growth Strategy Training Course is a professional program designed to equip executives, managers, business development professionals, strategists, and decision makers with the knowledge and practical capabilities required to develop, evaluate, and execute sustainable corporate growth strategies. The course focuses on how organizations can identify growth opportunities, assess strategic options, strengthen competitive positioning, and translate growth priorities into practical business initiatives.

Corporate growth requires more than increasing revenue or entering new markets. Sustainable growth depends on understanding market dynamics, customer needs, organizational capabilities, competitive forces, financial considerations, operational capacity, and strategic risks. This course provides a structured approach to identifying attractive growth opportunities while assessing whether the organization has the resources, capabilities, and operating model required to pursue them effectively.

Participants will explore key growth strategy approaches including organic growth, market penetration, market development, product and service development, diversification, strategic partnerships, mergers and acquisitions, geographic expansion, digital business models, and portfolio optimization. The course also addresses market attractiveness, competitive positioning, customer value, business model development, resource allocation, strategic investment decisions, and growth performance management.

The Corporate Growth Strategy Training Course is designed for government entities, ministries, public sector organizations, banks and financial institutions, oil and gas organizations, and large corporations seeking structured approaches to business expansion and organizational development. Through practical analysis, case studies, strategic exercises, and a final growth strategy workshop, participants will develop the ability to build realistic growth strategies aligned with organizational capabilities, market conditions, risk considerations, and long-term objectives.

Objectives

- Analyze market conditions, industry dynamics, customer requirements, organizational capabilities, and competitive forces to identify viable corporate growth opportunities during the course.

- Evaluate current business performance, market position, products, services, customer segments, and geographic presence to identify areas with growth potential.
- Apply structured growth strategy frameworks to assess market penetration, market development, product development, diversification, and other growth options.
- Develop growth objectives that are clearly aligned with corporate strategy, organizational capabilities, financial priorities, and long-term business direction.
- Evaluate potential growth opportunities using market attractiveness, strategic fit, financial considerations, operational feasibility, risk, and organizational readiness.
- Design corporate growth initiatives that connect strategic objectives with target markets, customers, resources, capabilities, timelines, responsibilities, and expected outcomes.
- Assess competitive positioning and identify opportunities to strengthen differentiation, customer value, and sustainable business advantage.
- Improve resource allocation decisions by prioritizing growth initiatives according to strategic value, feasibility, investment requirements, and risk.
- Develop practical approaches for managing growth-related risks, organizational constraints, operational capacity requirements, and implementation challenges.
- Apply strategic performance management techniques to monitor growth initiatives using relevant indicators, targets, milestones, and management reviews.
- Strengthen organizational alignment by connecting corporate growth priorities with business units, functional departments, resources, and execution capabilities.
- Prepare a practical corporate growth strategy and implementation roadmap addressing a selected business opportunity or organizational growth challenge.

Who Should Attend

The Corporate Growth Strategy Training Course is designed for executives, directors, senior managers, business unit managers, business development managers, corporate strategy managers, strategic planning professionals, commercial managers, marketing leaders, investment professionals, transformation managers, and decision makers responsible for organizational growth and business expansion. It is particularly relevant to professionals involved in evaluating markets, developing new business opportunities, allocating strategic investments, and managing growth initiatives.

The course is suitable for professionals working in government entities, ministries, public sector organizations, banks and financial institutions, oil and gas organizations, energy companies, industrial organizations, commercial enterprises, and large corporations. It is also valuable for specialists in business development, corporate planning, strategy, marketing, sales, finance, investment, operations, innovation, digital transformation, portfolio management, and organizational development.

The program is appropriate for managers and professionals preparing to lead growth initiatives or assume broader strategic responsibilities, as well as experienced leaders seeking to improve their ability to evaluate expansion opportunities, develop growth strategies, assess strategic investments, manage implementation risks, and align organizational resources with corporate growth objectives.

Learning Outcomes

- Analyze market and industry conditions to identify attractive corporate growth opportunities.
- Evaluate organizational strengths, capabilities, resources, products, services, and competitive position in relation to growth objectives.
- Identify and prioritize potential growth opportunities based on strategic fit, market attractiveness, feasibility, investment requirements, and risk.
- Apply structured frameworks to evaluate market penetration, market development, product development, diversification, and other growth strategies.
- Develop customer- and market-focused growth strategies aligned with changing needs and competitive conditions.
- Assess competitive positioning and identify opportunities to strengthen differentiation and customer value.
- Develop practical growth initiatives with clear objectives, target markets, resources, responsibilities, timelines, and performance measures.
- Evaluate strategic investment and resource allocation decisions supporting corporate growth.
- Assess operational capabilities and organizational readiness for expansion and increased business complexity.
- Identify and manage strategic, financial, market, operational, and organizational risks associated with growth initiatives.
- Develop growth performance indicators and management mechanisms for tracking strategic progress and business results.
- Prepare and present an integrated corporate growth strategy and implementation roadmap for a selected organizational opportunity.

Course Outline

DAY 01

Corporate Growth Strategy Foundations and Growth Opportunity Analysis

- Understanding corporate growth strategy and its role in long-term organizational performance
- The relationship between corporate strategy, business strategy, growth strategy, and operational execution
- Defining sustainable growth and distinguishing growth from short-term business expansion
- Assessing current business performance and organizational growth position
- Analyzing internal capabilities, resources, operating models, products, services, and customer portfolios
- Analyzing industry structure, market conditions, customer trends, and competitive forces
- Identifying market gaps, unmet customer needs, emerging opportunities, and growth constraints
- Assessing organizational strengths, weaknesses, capabilities, and strategic readiness
- Identifying internal and external drivers of corporate growth
- Developing strategic growth questions and opportunity areas

> **PRACTICAL APPLICATION OR DISCUSSION**
>
> Conducting a corporate growth assessment and identifying priority growth opportunities for a selected organization

DAY 02

Growth Options, Market Expansion, and Business Model Development

- Understanding major corporate growth strategies and their applications
- Market penetration and strengthening existing market positions
- Market development and geographic expansion
- Product and service development strategies
- Diversification and portfolio expansion

DAY 02 — CONTINUED

- New customer segments and emerging market opportunities
- Digital business models and technology-enabled growth opportunities
- Strategic partnerships, alliances, joint ventures, and ecosystem development
- Evaluating organic growth versus external growth approaches
- Business model innovation and value proposition development
- Assessing strategic fit, organizational capability, and implementation complexity

PRACTICAL APPLICATION OR DISCUSSION

Developing and comparing alternative growth strategies for a selected market, product, service, or business unit

DAY 03

Growth Investment, Competitive Positioning, and Resource Allocation

- Evaluating market attractiveness and strategic opportunity value
- Competitive positioning and sources of sustainable differentiation
- Customer value, customer segmentation, and strategic growth priorities
- Assessing competitors and potential competitive responses
- Evaluating growth opportunities from financial and strategic perspectives
- Investment requirements and resource planning for growth initiatives
- Financial considerations in strategic growth decisions
- Aligning human, financial, technological, operational, and organizational capabilities with growth priorities
- Portfolio prioritization and balancing growth opportunities with organizational capacity
- Evaluating strategic trade-offs and opportunity costs
- Establishing criteria for selecting and prioritizing growth initiatives

PRACTICAL APPLICATION OR DISCUSSION

Building a growth opportunity portfolio and prioritizing initiatives based on strategic value, feasibility, resources, and risk

DAY 04

Growth Execution, Risk Management, and Performance

- Translating corporate growth strategy into executable initiatives
- Developing growth implementation roadmaps and strategic milestones
- Establishing ownership, accountability, and cross-functional responsibilities
- Managing organizational capabilities and operational capacity during growth
- Identifying strategic, financial, market, operational, regulatory, and organizational risks
- Developing risk assessment and mitigation approaches for growth initiatives
- Managing organizational change associated with business expansion
- Stakeholder engagement and executive communication during growth implementation
- Developing key performance indicators for growth strategy execution
- Monitoring revenue, market, customer, operational, financial, and strategic performance
- Identifying performance gaps and implementing corrective actions
- Establishing governance and review mechanisms for growth initiatives

> **PRACTICAL APPLICATION OR DISCUSSION**
>
> Developing an integrated growth execution plan with milestones, responsibilities, risks, performance indicators, and corrective actions

DAY 05

Integrated Corporate Growth Strategy Workshop

- Reviewing the corporate growth strategy development process
- Integrating market analysis, organizational capabilities, customer value, competitive positioning, and strategic priorities
- Evaluating alternative growth strategies and selecting the most appropriate options
- Developing a structured corporate growth portfolio
- Aligning growth initiatives with organizational resources and strategic objectives
- Establishing investment priorities and implementation requirements
- Developing growth scenarios and assessing strategic responses to changing market conditions
- Defining performance indicators, milestones, and management review mechanisms

DAY 05 — CONTINUED

- Strengthening executive decision-making and strategic communication
- Identifying critical success factors and implementation dependencies
- Developing an organizational growth action plan

FINAL WORKSHOP, ACTION PLAN, OR IMPLEMENTATION EXERCISE

Preparing and presenting a complete Corporate Growth Strategy covering opportunity analysis, target markets, growth options, competitive positioning, resources, investments, risks, performance indicators, responsibilities, and implementation priorities

Register or Request More Information

Course page: https://quest-training.com/courses/corporate-growth-strategy-training-course
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