

Course No. 1323

Corporate Strategy Development Training Course

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

DURATION

5 Days

DELIVERY

Classroom



Course Overview

The Corporate Strategy Development Training Course is a comprehensive professional program designed to strengthen the ability of executives, senior managers, strategic planning professionals, and business leaders to develop integrated corporate strategies that provide clear direction, establish strategic priorities, and support sustainable organizational performance. The course provides a structured approach to understanding the organization's current position, evaluating the external environment, defining strategic choices, and translating corporate ambition into practical strategic priorities.

Effective corporate strategy requires an integrated view of the organization, its business portfolio, markets, capabilities, resources, stakeholders, competitive environment, and long-term objectives. This course enables participants to move beyond isolated departmental planning and develop a corporate-level perspective that supports decisions about growth, investment, diversification, portfolio management, organizational capabilities, resource allocation, and strategic positioning.

The program covers the core stages of Corporate Strategy Development, including strategic analysis, environmental scanning, stakeholder analysis, competitive assessment, corporate-level strategic choices, portfolio analysis, growth strategies, diversification, strategic investment, business unit alignment, organizational capabilities, strategic risk, resource allocation, and strategy execution. Participants will learn how to evaluate strategic alternatives, make informed corporate-level choices, establish strategic priorities, and create a coherent strategic direction for the organization.

The Corporate Strategy Development Training Course is suitable for government entities, ministries, public sector organizations, banks and financial institutions, oil and gas organizations, and large corporations with complex operations, multiple business units, or diverse strategic priorities. Through case studies, strategic analysis exercises, corporate planning workshops, and a final strategy development project, participants will develop practical capabilities for designing corporate strategies that are aligned, realistic, measurable, and responsive to changing business environments.

Objectives

- Analyze the organization's internal capabilities, external environment, market position, business portfolio, and strategic context during the course.
- Evaluate corporate-level opportunities, challenges, risks, capabilities, and strategic priorities to establish an informed strategic direction.
- Develop corporate strategic objectives aligned with organizational vision, mission, purpose, capabilities, and long-term priorities.
- Apply structured strategic analysis methodologies to evaluate market, industry, competitive, financial, operational, and organizational factors.
- Assess business units, products, services, markets, and investment opportunities to support corporate portfolio decisions.
- Design alternative corporate strategies covering growth, market expansion, diversification, partnerships, investment, and capability development.
- Evaluate strategic alternatives based on strategic fit, value creation, risk, resources, feasibility, and expected organizational impact.
- Improve corporate resource allocation by aligning financial, human, technological, and operational resources with strategic priorities.
- Develop strategic initiatives and implementation priorities that translate corporate strategy into coordinated organizational action.
- Establish performance indicators and governance mechanisms for monitoring corporate strategy and strategic initiatives.
- Assess strategic risks and develop appropriate responses to uncertainty, market disruption, and changing organizational conditions.
- Prepare an integrated Corporate Strategy Development framework and strategic roadmap for a selected organization or business portfolio.

Who Should Attend

The Corporate Strategy Development Training Course is designed for executives, chief executives, directors, senior managers, corporate strategy managers, strategic planning directors, corporate planning professionals, business unit leaders, portfolio managers, business development managers, investment professionals, transformation leaders, and senior decision makers responsible for shaping or implementing corporate direction.

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

The program is especially valuable for professionals involved in corporate planning cycles, business portfolio reviews, strategic investment decisions, growth planning, diversification, organizational transformation, resource allocation, strategic performance reviews, and executive decision-making. It is also appropriate for managers preparing to take on broader corporate strategy and leadership responsibilities.

Learning Outcomes

- Analyze the internal and external strategic environment to determine the organization's current position and future strategic challenges.
- Evaluate organizational capabilities, resources, business units, markets, products, services, and competitive positioning.
- Identify corporate-level opportunities for growth, investment, diversification, expansion, partnerships, and capability development.
- Develop corporate strategic objectives that provide clear direction and support long-term organizational priorities.
- Apply strategic analysis frameworks to evaluate industry conditions, competitive forces, market attractiveness, and organizational capabilities.
- Assess business portfolios and determine strategic priorities for different business units, markets, products, or services.
- Develop and compare corporate strategy alternatives based on value creation, strategic fit, resources, feasibility, and risk.
- Identify and strengthen potential sources of corporate advantage and organizational value.
- Align corporate resources and capabilities with strategic priorities and strategic investment requirements.
- Develop strategic initiatives, implementation priorities, and governance mechanisms to support corporate strategy execution.

- Establish corporate performance indicators and strategic review mechanisms for monitoring progress and results.
- Prepare and present an integrated corporate strategy and strategic roadmap addressing a real or simulated organizational challenge.

Course Outline

DAY 01

Foundations of Corporate Strategy and Strategic Context

- Understanding corporate strategy and its role in organizational direction
- Corporate strategy versus business strategy, functional strategy, and operational planning
- The role of corporate strategy in diversified and complex organizations
- Understanding organizational vision, mission, purpose, values, and strategic ambition
- Assessing organizational performance, capabilities, resources, and strategic position
- External environmental scanning and identification of major strategic trends
- Industry structure, market dynamics, regulatory developments, and technological change
- Stakeholder analysis and strategic expectations
- Identifying strategic issues, challenges, opportunities, and threats
- Determining critical success factors and corporate strategic priorities
- Developing a corporate-level strategic perspective

PRACTICAL APPLICATION AND DISCUSSION

Conducting a comprehensive corporate strategic assessment and identifying the most important strategic issues facing a selected organization

DAY 02

Strategic Analysis, Competitive Positioning, and Corporate Choices

- Applying structured corporate strategy analysis methodologies
- Evaluating organizational strengths, weaknesses, capabilities, and strategic gaps
- Analyzing industry attractiveness and competitive forces

DAY 02 — CONTINUED

- Assessing markets, customers, competitors, suppliers, partners, and stakeholders
- Identifying sources of competitive and corporate advantage
- Evaluating market attractiveness and strategic opportunity areas
- Understanding corporate growth strategies and strategic expansion options
- Market penetration, market development, product and service development
- Diversification strategies and strategic business expansion
- Strategic partnerships, alliances, joint ventures, and external growth options
- Evaluating strategic choices and corporate-level trade-offs

PRACTICAL APPLICATION AND DISCUSSION

Developing and comparing alternative corporate strategies based on market attractiveness, competitive position, organizational capabilities, and strategic objectives

DAY 03

Corporate Portfolio Management, Investment, and Resource Allocation

- Understanding corporate portfolio management and strategic business unit analysis
- Evaluating business units, products, services, and markets within the corporate portfolio
- Assessing portfolio contribution, strategic value, growth potential, and risk
- Identifying investment priorities and strategic resource requirements
- Strategic capital allocation and investment decision considerations
- Balancing growth, stability, efficiency, and risk across the corporate portfolio
- Evaluating divestment, restructuring, consolidation, and portfolio optimization options
- Aligning human resources and organizational capabilities with corporate priorities
- Aligning technology, infrastructure, operational capacity, and digital capabilities
- Managing competing investment requirements and resource constraints
- Establishing criteria for strategic investment prioritization

DAY 03 — CONTINUED

PRACTICAL APPLICATION AND DISCUSSION

Building a corporate portfolio assessment and developing strategic recommendations for investment, development, restructuring, or prioritization

DAY 04

Corporate Strategy Implementation, Governance, Risk, and Performance

- Translating corporate strategy into strategic initiatives and business unit priorities
- Aligning business unit strategies with corporate strategic direction
- Establishing corporate strategy governance and accountability structures
- Defining strategic roles, responsibilities, decision rights, and ownership
- Developing corporate strategic initiatives and implementation roadmaps
- Establishing Key Performance Indicators for corporate strategy
- Designing strategic performance dashboards and executive reporting mechanisms
- Monitoring corporate performance and strategic initiative progress
- Identifying strategic, financial, market, operational, regulatory, technological, and organizational risks
- Developing strategic risk responses and contingency approaches
- Managing strategic change and stakeholder alignment

PRACTICAL APPLICATION AND DISCUSSION

Developing a corporate strategy execution framework covering governance, business unit alignment, performance indicators, strategic risks, responsibilities, and implementation priorities

DAY 05

Integrated Corporate Strategy Development Workshop

- Reviewing the complete Corporate Strategy Development process
- Integrating strategic analysis, corporate priorities, portfolio decisions, growth strategies, resources, risks, and execution

DAY 05 — CONTINUED

- Defining corporate strategic themes and long-term strategic objectives
- Selecting strategic priorities and evaluating strategic alternatives
- Developing an integrated corporate strategic initiative portfolio
- Aligning business units, functions, resources, and capabilities with corporate priorities
- Establishing strategic performance measures and executive review mechanisms
- Developing strategic scenarios and evaluating alternative corporate responses
- Identifying critical dependencies and corporate-level success factors
- Preparing a corporate strategy communication and implementation roadmap
- Developing mechanisms for strategic review, adaptation, and continuous improvement

FINAL WORKSHOP, ACTION PLAN, OR IMPLEMENTATION EXERCISE

Developing and presenting a complete Corporate Strategy Development framework covering strategic analysis, strategic objectives, portfolio priorities, growth options, investment requirements, resources, risks, governance, performance indicators, and implementation roadmap

Register or Request More Information

Course page: <https://quest-training.com/courses/corporate-strategy-development-training-course>

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