Strategic Management for Senior Corporate Executives Training Course

07 - 11 Dec 2026

Munich

5100 € (Per Person)

Ref: #LE5008_18954

Course Introduction / Overview:

This intensive training course is designed to equip senior executives with the advanced strategic management skills necessary to navigate today's complex and volatile business landscape. The program moves beyond traditional planning models to foster a dynamic strategic thinking mindset, enabling leaders to build and sustain a competitive advantage. We will delve into the seminal works of strategic thinkers like Michael E. Porter, exploring concepts from his book "Competitive Strategy" to understand the structural forces that shape industry competition. Participants will learn to analyze the external environment, assess internal capabilities, and formulate robust strategies that align with organizational goals. At BIG BEN Training Center, we emphasize the critical link between strategy formulation and execution, ensuring that leaders can translate ambitious plans into tangible results. This course provides a comprehensive framework for making high-stakes decisions, managing organizational change, and driving innovation. It is an essential program for any senior leader committed to steering their organization towards long-term success and market leadership in an era of unprecedented disruption.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs) and Board Members.
- Chief Strategy Officers (CSOs) and VPs of Strategy.
- General Managers and Business Unit Heads.
- Senior Vice Presidents and Executive Directors.
- Heads of Corporate Planning and Business Development.
- Experienced functional leaders transitioning into general management roles.
- Senior government officials and leaders of non-profit organizations.

Target Sectors and Industries:

- Banking and Financial Services.
- Technology and Telecommunications.
- Healthcare and Pharmaceuticals.
- Energy, Oil, and Gas.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Government agencies and public sector organizations.

Target Organizations Departments:

- Executive Leadership and C-Suite Offices.
- Strategy and Corporate Planning.
- Business Development and Mergers & Acquisitions.
- Finance and Investment.
- Operations and Supply Chain Management.
- Marketing and Sales.
- Human Resources and Organizational Development.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a sophisticated strategic thinking mindset to identify opportunities and threats.
- Master advanced analytical tools like PESTLE, SWOT, and Porter's Five Forces.
- Formulate coherent and powerful corporate, business, and functional-level strategies.
- Design effective strategy execution plans that align resources, culture, and structure.
- Lead strategic change initiatives and overcome resistance to implementation.
- Utilize performance management systems like the Balanced Scorecard to track progress.
- Integrate digital transformation and innovation into the core business strategy.
- Enhance strategic decision-making capabilities under uncertainty and pressure.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application, especially for a senior audience. This course rejects passive learning in favor of a highly interactive and collaborative environment. The learning journey is built upon a foundation of real-world case studies from diverse global industries, allowing participants to analyze complex strategic dilemmas and debate potential solutions. Facilitated group discussions and peer-to-peer coaching sessions are integral, leveraging the collective experience and wisdom of the executives in the room. We will employ sophisticated business simulations that challenge participants to make critical strategic decisions in a risk-free setting and see the immediate impact on business outcomes. Expert-led presentations will introduce core frameworks and cutting-edge concepts, immediately followed by workshops where these tools are applied to participants' own organizational challenges. Continuous feedback from the instructor and peers is a cornerstone of the program, ensuring that learning is contextualized, relevant, and immediately transferable to the workplace.

Course Agenda (Course Units):

Unit One: Foundations of Modern Strategic Management

- The evolution of strategic thought from planning to strategic management.
- Defining strategic intent, vision, and mission for the modern enterprise.
- The role of the senior executive in driving the strategic process.
- Mastering strategic thinking versus operational management.
- Analyzing the macro-environment using the PESTLE framework.
- Conducting a comprehensive industry analysis with Porter's Five Forces.
- Identifying and mapping key stakeholders and their influence.

Unit Two: Advanced Strategy Formulation and Analysis

- Conducting an internal analysis using the Resource-Based View (RBV).
- Identifying core competencies and sources of sustainable competitive advantage.
- Crafting business-level strategies: cost leadership, differentiation, and focus.
- Exploring corporate-level strategies including diversification and vertical integration.
- Utilizing the Ansoff Matrix for growth strategy development.
- Introduction to Blue Ocean Strategy for creating uncontested market space.
- Evaluating strategic options and making robust strategic choices.

Unit Three: The Art and Science of Strategy Execution

- Bridging the gap between strategy formulation and implementation.
- Frameworks for successful strategy execution and deployment.
- Aligning organizational structure, culture, and systems with strategy.
- Developing and cascading strategic objectives throughout the organization.
- Using the Balanced Scorecard for performance measurement and management.
- Establishing effective Key Performance Indicators (KPIs) for strategic goals.
- Managing resource allocation and strategic budgeting processes.

Unit Four: Strategic Leadership and Corporate Governance

- The leader's role in championing and communicating strategy.
- Leading and managing strategic change within the organization.
- Fostering a culture of strategic agility and continuous improvement.
- Ethical considerations and corporate social responsibility in strategy.
- The role of the board of directors in strategic oversight and governance.
- Advanced negotiation and influence skills for strategic leaders.
- Making high-stakes decisions under conditions of ambiguity and risk.

Unit Five: Future-Focused Strategy and Digital Transformation

- Integrating digital transformation into corporate strategy.
- Understanding the impact of disruptive technologies on business models.
- Utilizing scenario planning and strategic foresight to anticipate future trends.
- Building organizational resilience and anti-fragility.
- Strategies for mergers, acquisitions, and strategic alliances.
- Crafting a sustainable strategy for long-term value creation.
- Capstone Project: Developing a strategic blueprint for a real-world business case.

FAQ:

Qualifications required for registering to this course?

There are no prerequisites.

How long is each daily session, and what is the total number of training hours for the course?

This training course extends over five days, with a daily duration ranging from 4 to 5 hours, including breaks and interactive activities, bringing the total to 20–25 training hours.

Something to think about:

In an era of constant disruption, is long-term strategic planning still a viable corporate practice, or should organizations pivot entirely to agile, short-term strategic sprints?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing exclusively on the strategic challenges and perspectives of senior-level executives. Unlike generic management programs, every module, case study, and discussion is tailored to the complexities of C-suite decision-making, where ambiguity is high and the stakes are organizational. The curriculum achieves a rare balance between foundational strategic theory, drawing on established academic frameworks, and a pragmatic focus on execution in the contemporary digital landscape. We move beyond simply teaching what a Balanced Scorecard is, to debating how to implement it within a resistant corporate culture. The program's emphasis on peer-to-peer learning within a cohort of experienced leaders creates a unique and powerful environment for sharing insights and building a lasting professional network. Rather than providing a rigid toolkit, this course cultivates a sophisticated strategic mindset, enhancing the leader's ability to diagnose complex situations, formulate innovative strategies, and inspire their organization to execute with precision and agility. It is a transformational experience designed not just to inform, but to fundamentally elevate a leader's strategic capability.