Corporate Strategy for Sustainable Value Creation Training Course

21 - 25 Dec 2026

Vienna

5800 € (Per Person)

Ref: #PLA1912_126936

Course Introduction / Overview:

This course provides a comprehensive exploration of corporate strategy and its direct link to sustainable value creation. In today's dynamic business environment, a reactive approach is insufficient; organizations must proactively design and implement strategies that build a lasting competitive advantage. This program moves beyond traditional theoretical models to offer a practical, actionable framework for strategic analysis, formulation, and execution. We will delve into the seminal works of strategic management thinkers like Michael E. Porter, whose insights in "Competitive Strategy: Techniques for Analyzing Industries and Competitors" revolutionized how businesses understand their competitive landscape. Participants will learn to dissect industry structures, identify sources of competitive advantage, and align corporate activities to deliver superior value to all stakeholders, not just shareholders. BIG BEN Training Center has designed this course to equip leaders with the foresight to navigate market complexities, leverage innovation, and embed sustainability into the core of their strategic planning process, ensuring long-term growth and resilience.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs) and Board Members.
- Chief Strategy Officers (CSOs) and Strategy Directors.
- Corporate Planners and Strategic Analysts.
- Business Development Managers.
- Finance Directors and Senior Financial Analysts.
- Heads of Departments and Business Unit Managers.
- Management Consultants.
- Entrepreneurs and Business Owners.
- Investment Professionals and Portfolio Managers.

Target Sectors and Industries:

- Financial Services and Banking.
- Technology and Telecommunications.
- Manufacturing and Engineering.
- Energy and Utilities.
- Healthcare and Pharmaceuticals.
- Retail and Consumer Goods.
- Professional Services and Consulting.
- Governmental and Public Sector Organizations.
- Non-Profit and Non-Governmental Organizations.

Target Organizations Departments:

- Executive Management and Leadership.
- Strategic Planning and Corporate Development.
- Finance and Accounting.
- Marketing and Sales.
- Operations and Supply Chain Management.
- Business Development.
- Product Management and Innovation.
- Human Resources.
- Investor Relations.

Course Offerings:

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

- Master core strategic analysis frameworks like SWOT, PESTLE, and Porter's Five Forces.
- Evaluate different models of value creation for shareholders and stakeholders.
- Formulate robust business-level and corporate-level strategies.
- Analyze an organization's value chain to identify sources of competitive advantage.
- Develop strategies for growth, including mergers, acquisitions, and organic expansion.
- Implement the Balanced Scorecard for performance management and strategic alignment.
- Integrate sustainability and ESG factors into the strategic planning process.
- Lead strategic change and overcome implementation hurdles within the organization.
- Assess and manage strategic risks in a volatile business environment.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical. We believe that adult learning is most effective when it connects theory to real-world application. This course will utilize a blended approach, combining expert-led presentations with intensive, hands-on learning activities. Participants will engage in detailed case study analyses of leading global companies, dissecting their strategic successes and failures to draw actionable lessons. Interactive group workshops will provide a platform for applying strategic frameworks like Value Chain Analysis and Blue Ocean Strategy to simulated business scenarios. Team-based exercises and peer-to-peer feedback sessions will foster collaborative problem-solving and a deeper understanding of complex strategic dilemmas. The facilitator will act as a guide, encouraging critical thinking and debate, ensuring that participants leave not just with new knowledge, but with the confidence and skills to apply these strategic tools directly to their own organizational challenges.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Management and Value Creation

- Defining corporate strategy and its purpose.
- The evolution of strategic thought.
- Understanding the link between strategy and value creation.
- Introduction to stakeholder vs. shareholder value models.
- The strategic management process from analysis to execution.
- Conducting a comprehensive PESTLE analysis.
- Analyzing industry structure with Porter's Five Forces.

Unit Two: Internal Analysis and Competitive Advantage

- The Resource-Based View (RBV) of the firm.
- Identifying core competencies and capabilities.
- Conducting a VRIO (Value, Rarity, Imitability, Organization) analysis.
- Value Chain Analysis for identifying competitive advantages.
- Understanding cost leadership and differentiation strategies.
- Benchmarking performance against competitors.
- Financial analysis for strategic decision-making.

Unit Three: Strategy Formulation at Business and Corporate Levels

- Developing effective business-level strategies.
- Ansoff's Matrix for identifying growth opportunities.
- Exploring Blue Ocean Strategy to create uncontested market space.
- Corporate-level strategy: diversification and portfolio management.
- The role of mergers, acquisitions, and strategic alliances.
- Strategies for international and global markets.
- Formulating a compelling and clear strategic vision and mission.

Unit Four: Strategy Implementation and Execution

- Translating strategy into actionable operational plans.
- The Balanced Scorecard for measuring strategic performance.
- Using Objectives and Key Results (OKRs) for alignment.
- The role of organizational structure and culture in strategy execution.
- Leading strategic change and managing resistance.
- Resource allocation and strategic budgeting.
- Communication strategies for successful implementation.

Unit Five: Advanced Strategic Concepts and Sustainable Value

- Integrating Environmental, Social, and Governance (ESG) criteria into strategy.
- Building a sustainable and resilient business model.
- The impact of digital transformation on corporate strategy.
- Strategic foresight and scenario planning for uncertainty.
- Corporate governance and its role in strategic oversight.
- Managing strategic risks effectively.
- Crafting a future-proof strategy for long-term value creation.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

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

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

Reflection Question: How can a company balance the creation of short-term shareholder value with the long-term strategic imperative of sustainable stakeholder value?

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

This course distinguishes itself by moving beyond a purely academic recitation of strategic models to a deeply integrated, holistic approach focused on sustainable value creation. While many programs teach the "what" of strategy—the frameworks and tools—we concentrate on the "how" and "why". We challenge participants to think critically about how to build organizations that are not only profitable but also resilient, ethical, and adaptable to future challenges. A key differentiator is our dedicated focus on integrating modern imperatives like digital transformation and ESG principles directly into the core of strategic planning, rather than treating them as peripheral topics. The curriculum is designed to foster a forward-looking mindset, equipping leaders with skills in strategic foresight and scenario planning to navigate uncertainty. By emphasizing the link between a well-executed strategy and the creation of long-term value for all stakeholders—employees, customers, society, and shareholders—this course provides a more comprehensive and relevant framework for leadership in the 21st-century business landscape.