



Masterclass Design Business Strategy



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🕒 2 day 📍 Face-to-face, Live online, Workplace 💰 \$ 2000

The key challenge that leaders and organisations are facing in the uncertain world is how to respond to the pressures with strategic agility and plan long-term when planning appears impossible.

To balance the dynamics of the “new normal” and keep the organisation focused, leaders and managers need to enhance their capability to critically evaluate the factors impacting on the success of the organisation and facilitate strategic conversations with their stakeholders.

The course aims at providing a well-rounded understanding of the alignment of strategic and operational processes and highlights common pitfalls and success factors in business strategy design. Strategic planning is discussed as a value creation process where a traditional planning process is enriched with innovative strategy development approaches. Participants are introduced to a set of tools they can apply in the workplace.

Participants engage in practical activities and have numerous opportunities to discuss current business challenges and case studies. Action learning is integrated in this course to stimulate strategic thinking that translates it into tangible applications.



Discover more at swi.nu/masterdbs

Course highlights

- Set a strategic direction for your organisation.
- Lead strategic planning processes that create value in your organisation.
- Evaluate critical environmental trends impacting on a sustainable organisational strategy.
- Conduct environmental and organisational scans.
- Identify internal capabilities and aligning them with strategic opportunities.
- Identify and engage stakeholder groups critical for the success of strategy implementation.
- Align strategic and operational objectives with organisational purpose.
- Collaborate with and learn from stakeholders.
- Apply innovative strategic approaches and tools to identify a competitive advantage.

Who should attend?

- This course is designed for:
- Senior management who have responsibility for ensuring organisational long-term viability and success.
 - Experienced managers who want to implement strategy mapping in their strategy planning.
 - Strategic planning practitioners who want to improve their strategic planning management capabilities and skills.
 - Board management for implementation and monitoring of strategic planning

Learning objectives

By completing this course, participants will be able to:

- Increase their internal communication skills.
- Effectively develop and implement business strategies.
- Drive efficiencies in their workplace.
- Advance and build on key leadership capabilities.
- Receive a take-home course manual.

What you can expect

- A workbook to take home or to work that you can reference back to.
- Learn alongside professional peers, and network.
- Pathways to continue your studies with Swinburne Edge.
- The immediate knowledge and confidence to implement your new skills.

Pre-course work

There are no pre-requirements for this course.

Dates

View dates and register for this course.

Pathway Opportunities

Upon completion of your Masterclass, eligible participants have the option to enrol in and attend two additional workshops and complete the assessment for **BSBSTR802 Lead strategic planning processes for an organisation**, which can be credited towards the **10840NAT Graduate Certificate in Applied Business**.

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The Swinburne Edge difference

Swinburne Edge is a division of Swinburne University that exclusively services professionals. We offer professional development to people with existing skills and experience, who are ready to up-skill or formalise their skills for their next career stage. Immerse yourself in a Swinburne Edge short course or qualification to enhance your current knowledge with fast-tracked, practical learning that gets you to your goal faster.

For further information, contact our Continuing Professional Education Advisors on 1800 633 560 or edge@swinburne.edu.au.




"This was a very practical and useful Masterclass. I could immediately mirror it to my current company, see the gaps, and strategic improvement points."

Kaoru
Participant,
Masterclass Design Business Strategy





Contact us

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