

# strategy management for business advisers

CODE: SMBA  
DURATION: 2 DAYS  
CPD HOURS: 14

## PROGRAMME OVERVIEW

So, your client wants your help. But why? Before delving into any one particular area, what is the client's overall business strategy? Does a strategy even exist? This programme looks at several useful techniques to analyse a client's strategic position and assist clients to develop suitable business strategies for themselves. Bishop to Queen's Knight 5 – check!

## OBJECTIVES

At the end of the programme you will be able to:

- Understand the importance of strategic thinking
- Identify sources of competitive advantage
- Make strategic choices
- Understand the importance of Porters Five Forces
- Create Core Capabilities
- Take part in broadening the pond
- Understand Organisation Charters
- Identify competitive advantage through people
- Identify who should be involved in Democratic Strategy Making?
- Use this knowledge to engage clients into strategic planning to ensure optimum success

## DAY ONE

Welcome and Introductions  
Programme aims and objectives  
Strategic Management – why?  
Understanding the need  
Strategic overview  
Ways of implementing change  
Identifying and filling knowledge gaps  
Models of excellence  
Making strategy pay  
Where are we in the growth cycle?  
Getting “hands on” with developments

## DAY TWO

Day One summary / learning points  
Strategic thinking  
Competitive advantage  
Strategic choices  
Porter – The Five Forces Model  
Creating Core Capabilities  
Broadening the pond  
Organisation Charters  
Competitive advantage  
Who should be involved?  
Action plan for improvement  
Summary and feedback

*"I have enjoyed the 2 days and have learnt a lot from the tutor"*

*"Presenter was great"*

*"Very stimulating and rewarding"*

*"Fabulous couple of days"*

*"Brilliant delivery throughout the 2 days"*

*"Ken was excellent - enjoyed the session"*

*"Overall a good session that was well delivered"*

*"Excellent presentation"*

*"It was a pleasure to meet the trainer, to listen to his ideas and be treated as a professional. Attending this course has been inspiring"*

# general features

## TARGET AUDIENCE

Basically anybody involved with Business Support whether that be actively involved, involved on the periphery or just interested in becoming involved. Examples include business advisers, consultants, counsellors, mentors, coaches, trainers, network brokers, skills brokers, specialist advisers and intermediaries (e.g. accountants and solicitors). Delegates come from host organisations such as the Business Link network, local Learning & Skills Councils, regional development agencies (RDAs), enterprise agencies, chambers of commerce, training organisations, local authorities, economic development units (EDUs), banks and of course independent practitioners. You are all welcome!

## START AND FINISH TIMES

We kick off with the essential tea and coffee (caffeine!!) available from 9.15 for a prompt start at 9.30. Programmes finish around 16.00 to 16.30 but actual times may vary depending on circumstances on the day.

## CONTENT

Programmes are designed to be interactive, memorable and enjoyable. Consequently content comprises a mix of presentations, case studies, self assessment, group syndicate exercises, open discussion, videos, role play simulations, live internet feeds, best practice documentation and more. Actual content used varies from programme to programme and depends on the subject concerned. There is no pre-work to do but please let us know your background and if there is anything specific you want to achieve - we'll always do our best to help.

## WHAT'S INCLUDED?

All food and refreshments, training materials and Institute certification. We don't build rafts and paddle across rivers so no need for a wetsuit. Just bring yourself!

## STANDARDS MAPPING

All of our programmes are closely mapped to the requirements set out in the national occupational standards (SFEDI) for Business Support.

## CPD AND CERTIFICATION.

Each full day counts as 7 hours of continual professional development (CPD) which is certificated by the Institute of Business Consulting. Your personalised Institute training certificate is laminated for safe keeping and then sent directly to the person who made the original booking.

## ACCREDITATION

Each programme is available as a stand alone item or as a module of "the 5 Star Adviser", our unique Business Adviser development, assessment and accreditation programme (see page 24/25).

## PRICING

Members of the Institute of Business Consulting benefit from reduced programme rates. Please see our separate list of dates and venues for details of pricing, discounts and special offers. Prices quoted are exclusive of VAT.