



# Enterprise-Wide Strategic Management (ESM) Training Course

09 - 13 Jun 2025  
Casablanca



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**Ref.:** 24\_245499 **Date:** 09 - 13 Jun 2025 **Location:** Casablanca **Fees:** 4100 **Euro**

## Enterprise-Wide Strategic Management ESM Training Course Overview:

The 'Enterprise-Wide Strategic Management Training Course' offers a comprehensive understanding of ESM in the Global Business Environment. Dive deep into the roots with Historical Aspects of Strategic Management and Management Theories. Develop a keen Business Context awareness, understand the extended enterprise, and apply Strategic Business Development SBD methodologies. Enhance Enterprise-wide Leadership Qualities and explore the Principles of Strategic Leadership essential for Sustainable Success.

## Target Audience:

- C-Suite Executives aiming to enhance their Enterprise-wide Leadership Qualities
- Middle Managers focused on Strategic Business Development
- Professionals aiming for certification through the ESM Certification Course
- Individuals keen on Leading Change in a dynamic business environment

## Targeted Organizational Departments:

- Strategic Planning and Business Development for mastering Strategic Analysis
- Leadership and Training Departments for courses like Business Leadership Training
- Research & Development for understanding Market Spaces

## Targeted Industries:

For industries like Technology, FMCG, and Healthcare, where the Global Business Environment plays a significant role, understanding Forces Affecting Business and Market Spaces becomes crucial. This course provides insights into Strategic Management Framework, focusing on both External Context and Internal Capabilities.

## Course Offerings:

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

- Understand and implement the Strategic Management Framework
- Master techniques for Crafting Business Strategies and Strategic Action Plans



- Dive deep into External Context and Internal Capabilities
- Recognize and leverage Business Opportunities through comprehensive Strategic Analysis

## Training Methodology:

This course leverages a blend of interactive sessions focusing on ESM Perspectives, case studies exploring Market Spaces, group work on crafting Value Proposition, and feedback sessions to reinforce learning. The ESM Training Workshop elements and the Leading Change Training Workshop offer hands-on experiences to participants.

## Course Toolbox:

- ESM Workshop Toolkit: Interactive tools for Strategy Formulation
- Comprehensive reading materials on Management Theories and Historical Aspects of Strategic Management
- Templates for Crafting Business Strategies and Strategic Action Plans

## Course Agenda:

### Day 1: Laying the Groundwork for Enterprise-Wide Strategic Management

- **Topic 1:** Introduction to Enterprise-wide Strategic Management: The Big Picture
- **Topic 2:** Business 101: A Glimpse of Business Context and the Extended Enterprise
- **Topic 3:** The Soul of ESM: Overarching Perspectives and Framework
- **Topic 4:** Journey Through Time: Historical Aspects of Strategic Management
- **Topic 5:** Merging Traditions: Connecting SBD with ESM
- **Reflection & Review:** Embracing the Holistic Vision of Enterprise Strategy

### Day 2: Delving into Leadership and the Changing Business Environment

- **Topic 1:** Leadership at the Helm: Introduction to Enterprise-wide Strategic Leadership
- **Topic 2:** Crafting the Future: Principles and Qualities of Strategic Leadership
- **Topic 3:** The Road to Perpetuity: Sustainable Success in Business
- **Topic 4:** Change in the Winds: Leading Transformations in a Global Scenario
- **Topic 5:** The World Stage: Selected Forces Shaping Business Today
- **Reflection & Review:** Reflecting on Leadership and Adapting to a Global Business Milieu

### Day 3: Navigating Market Spaces and Establishing Strategic Foundations

- **Topic 1:** Beyond Conventional Markets: Introduction to Market Spaces
- **Topic 2:** Tailoring Value: Perspectives on Markets, Customers, and Offerings
- **Topic 3:** Timeless Opportunities: Uncovering Business Potentials in Market Spaces



- **Topic 4:** Strategic Building Blocks: Introduction to Strategic Management Framework and Analysis
- **Topic 5:** Charting the Course: The Process and Planning of Strategic Management
- **Reflection & Review:** Appreciating Market Dynamics and Aligning with Strategic Fundamentals

## **Day 4: Sculpting Strategy: Formulation, Planning, and Implementation**

- **Topic 1:** The Blueprint of Success: Strategy Formulation Essentials
- **Topic 2:** Business Strategies: Crafting Logic, Direction, and Purpose
- **Topic 3:** Making Moves: Designing Strategic Action Plans and Initiatives
- **Topic 4:** In-depth Examination: Evaluating Strategies through the Inner Loop
- **Topic 5:** From Blueprint to Reality: Implementation of Strategic Decisions
- **Reflection & Review:** Strategy from Inception to Execution - A Recap

## **Day 5: Reflections, Execution, and Forward-Thinking in ESM**

- **Topic 1:** Operational Excellence: Mechanisms and Means of Strategy Execution
- **Topic 2:** Strategy at Play: Implementation, Evaluation, and Execution Insights
- **Topic 3:** The Road Ahead: Predicting and Adapting to the Future Direction of ESM
- **Topic 4:** Making Sense of It All: Reflecting on the Essence of Enterprise-wide Strategic Management
- **Topic 5:** The Bigger Picture: Concluding Thoughts on ESM
- **Reflection & Review:** Summarizing ESM: Next Steps and Preparing for Tomorrow

## **How This Course is Different from Other Strategic Management Training Courses:**

'Enterprise-Wide Strategic Management Training Course' offers an unmatched blend of theoretical understanding and practical insights. With dedicated modules on Leading Change, this course goes beyond generic strategy lessons. Emphasis on hands-on tools like Strategic Analysis Training, in-depth Market Spaces exploration, and Value Proposition design sets this course apart. It's not just a course, but a comprehensive workshop with immediate applicability.

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



**AGILE LEADERS**  
Training Center

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## Gamified and Interactive Training

We understand that training delivery can be challenging, both online and offline. To ensure engagement and achieve learning objectives, we have developed our own activities and collaborated with industry-leading solutions to gamify our training sessions. This approach increases interaction levels and guarantees effective learning outcomes.



## Our Training Categories

We cover a wide range of training categories to cater to different needs and interests

- Branding, Marketing, Customer Relations, & Sales Programs
- Finance and Accounting Programs
- Human Resources Management Programs
- Management & Leadership Programs
- Political & Public Relations Programs
- Project Management Programs
- Quality & Process Management
- Self-Development Programs

Join Agile Leaders today and embark on a transformative journey towards becoming a more agile and effective leader. Experience our customer-centric approach, actionable training, and guaranteed return on investment. Let us help you unleash your full potential in the dynamic business landscape.



## Where to Find Us

You can join our training programs at our centers located in



We also offer online training sessions through the Zoom platform.

- Malaysia**  
Kuala Lumpur
- Morocco**  
Casablanca
- Spain**  
Barcelona
- France**  
Paris
- UK**  
London
- Italy**  
Rome
- Egypt**  
Cairo  
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