



Enterprise-Wide Strategic Management (ESM) Training Course



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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 the Market Space Foundations

- **Topic 1:** Beyond Conventional Markets: Introduction to Market Spaces and Value Propositions
- **Topic 2:** Market Segmentation and Targeting: Identifying Opportunities and Challenges
- **Topic 3:** Competitive Analysis: Understanding the Landscape and Positioning
- **Topic 4:** Business Model Innovation: Exploring New Revenue Streams and Cost Structures
- **Topic 5:** Strategic Planning: Setting Goals, Priorities, and Action Plans



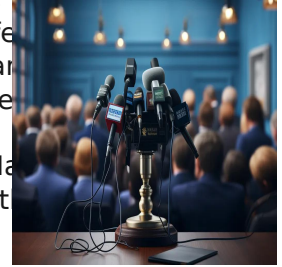
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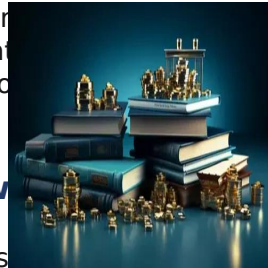
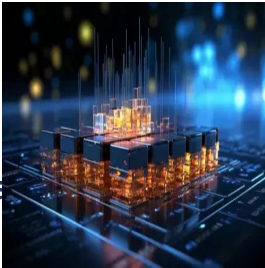
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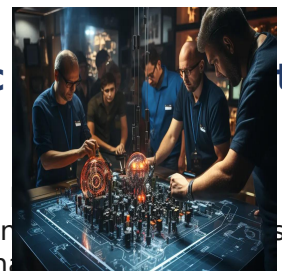
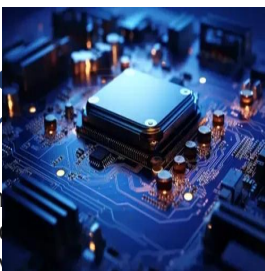
Day 4: Sculpting Strategy, Formulation, Planning, and Implementation

- **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



Day 5: Strategy, Execution, and Evaluation

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



How to Use this Course: A Comprehensive Guide

This course is designed to provide a comprehensive understanding of the market space exploration and Value Proposition design. It's not just a course, but a comprehensive workshop with immediate applicability. The course is structured into five main modules, each with its own set of topics and activities. The first module, 'Market Space Exploration', covers the basics of market research and the identification of market opportunities. The second module, 'Value Proposition Design', focuses on creating a unique value proposition that resonates with your target audience. The third module, 'Strategic Planning', involves setting goals, priorities, and action plans. The fourth module, 'Implementation and Evaluation', covers the execution of your strategy and the monitoring of progress. The final module, 'Reflection and Review', provides an opportunity to reflect on the course content and prepare for the future.

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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.



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