Strategic Management and Organizational Transformation

28 June – 9 July 2027
Vienna

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Training Center

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Ref: 926_171256 **Date:** 28 June – 9 July 2027 **Location:** Vienna **Fees:** 10000 Euro

Overview

Strategic Management and Organizational Transformation is a 2-week course for senior managers, corporate planners, and transformation directors seeking to design actionable corporate strategy and lead enterprise change initiatives. Organizations often experience strategic drift and failed change initiatives when formulation disconnects from operational delivery. This course bridges that divide by combining rigorous strategic analysis frameworks with practical execution and change management roadmaps. Instruction and practical case study analysis for this Strategic Management Training are provided by Agile Leaders Training Center.

Who Should Attend

- Leaders responsible for setting enterprise vision and approving multi-year capital resource allocations.
- Planners responsible for facilitating corporate reviews, strategic forecasting, and operational planning cycles.
- Department heads responsible for translating organizational objectives into functional work plans and departmental milestones.
- Transformation leads responsible for steering organizational redesign, process overhauls, and workforce transitions.
- Operational managers responsible for tracking portfolio performance metrics, risk indicators, and strategic initiative delivery.

Departments and Industries

The course provides actionable toolkits applicable across diverse functional areas and industrial sectors.

- Corporate strategy, business development, and enterprise performance offices
- Supply chain logistics, commercial freight, and distribution networks
- Financial services, retail banking, and commercial insurance underwriting
- Energy operations, utilities management, and industrial manufacturing plants
- Information technology governance and digital operations departments

Learning Objectives

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

- Build a coherent Business Growth Strategy using the Ansoff Matrix and Blue Ocean Strategy Canvas.
- Prioritize portfolio investments using the BCG Growth-Share Matrix and Ashridge Portfolio Model.
- Align operating models with Strategy Execution using Kaplan-Norton Strategy Maps and balanced scorecards.
- Apply Strategic Leadership practices to lead Organizational Transformation initiatives using Kotter Eight-Stage Change Model.
- Evaluate Strategic Planning processes using scenario planning matrices and dynamic capability audits.
- Diagnose organizational friction using the McKinsey 7S Framework and Burke-Litwin Causal Model.

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Course Agenda

Day 1: Strategic Context and Environmental Analysis

- PESTLE Trend Analysis Matrix for Macro-Environmental Scanning
- Porter Five Forces Competitive Structure Diagnostic
- Industry Lifecycle Analysis and Strategic Group Mapping
- Scenario Planning Plausibility Matrix for Uncertain Operating Environments
- Stakeholder Salience Model for Strategic Stakeholder Prioritization

Day 2: Internal Capabilities and Competitive Positioning

- VRIO Framework for Core Competency and Resource Assessment
- Porter Value Chain Activity Analysis for Competitive Advantage
- SWOT Matrix Integration with TOWS Action Formulations
- Financial Performance Ratio Benchmarking against Peer Competitor Cohorts
- Dynamic Capabilities Audit Checklist for Adaptive Organizational Capacity

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Day 3: Corporate and Growth Strategy Formulation

- Corporate Strategy Parenting Advantage Evaluation Matrix
- Ansoff Matrix for Business Growth Strategy Diversification Pathways
- BCG Growth-Share Matrix for Multi-Business Capital Allocation
- Blue Ocean Strategy Canvas and Value Curve Diagnostics
- Mergers and Acquisitions Strategic Fit Screening Grid

Day 4: Business Model Innovation and Value Creation

- Osterwalder Business Model Canvas for Operating Architecture Design
- Customer Value Proposition Canvas for Market Differentiation
- Platform Business Model Governance and Network Effect Metrics
- Dual Operating System Architecture for Core Operations and Innovation
- Unit Economics and Revenue Stream Sensitivity Analysis Models

Day 5: Strategy Execution and Strategic Alignment

- Kaplan-Norton Strategy Map Formulation for Strategic Planning Cascading
- Balanced Scorecard Metric Selection and Target Cascading Sheets
- Objectives and Key Results Alignment Matrix
- Hoshin Kanri X-Matrix for Enterprise Strategic Deployment
- Strategic Initiative Portfolio Prioritization Matrix using Weighted Scoring

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Day 6: Organizational Transformation and Change Readiness

- McKinsey 7S Framework Diagnostic for Structural and Cultural Fit
- Burke-Litwin Causal Model for Organizational Performance and Change
- Kurt Lewin Force Field Analysis for Change Barrier Identification
- Prosci ADKAR Model Baseline Readiness Assessment Grid
- Transformation Governance Architecture and Program Management Office Charters

Day 7: Leading and Communicating Strategic Transformation

- Kotter Eight-Stage Change Model Implementation Roadmap
- Strategic Leadership Influence Matrix for Executive Alignment
- Enterprise Transformation Stakeholder Communication Matrix
- Psychological Safety Index Survey for Transitioning Teams
- Cultural Artifacts and Behavioral Anchoring Audit Checklist

Day 8: Organizational Design and Agile Operations

- Galbraith Star Model for Organizational Design Alignment
- Operating Model Canvas for Value Delivery and Capability Mapping
- Agile Team Topology Blueprint for Cross-Functional Execution
- Governance Decision Rights Matrix using RACI Accountabilities
- Enterprise Process Architecture Mapping for Lean Operational Flow

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Day 9: Performance Governance and Strategic Risk Control

- Strategic Key Risk Indicator Dashboard Design
- Enterprise Risk Management Alignment using ISO 31000 Principles
- Executive Strategic Review Meeting Agendas and Variance Reporting Packs
- Benefits Realization Management Tracking Register
- Strategy Refresh Trigger Checklist for Emergent Strategy Adjustments

Day 10: Strategy Execution and Transformation Practice

- Strategy Execution Roadmap Synthesis Exercise
- Balanced Scorecard and Strategy Map Calibration Exercise
- Change Intervention Design Exercise for Enterprise Realignment
- Executive Transformation Pitch Presentation using Board Briefing Decks
- Organizational Transformation Strategy Integration Capstone Exercise

Practical Exercises

The course incorporates practical application through structured analytical exercises.

- Suggested activity: Develop a Kaplan-Norton Strategy Map and balanced scorecard for an industrial manufacturing scenario.
- Suggested activity: Conduct a McKinsey 7S Framework organizational diagnosis to pinpoint friction in a retail banking integration.
- Suggested activity: Formulate an Ansoff Matrix and Blue Ocean Strategy Canvas for a corporate diversification initiative.

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FAQs

Who should attend Strategic Management Training and what does it require?

Strategic Management Training suits mid-level to senior executives, corporate strategists, and functional heads responsible for business units. The course assumes foundational managerial experience in resource allocation and team leadership, leaving out introductory supervision concepts to focus on high-level enterprise formulation and execution frameworks.

How does this Strategic Management and Organizational Transformation course differ from operational project management courses?

Operational project management courses focus on task delivery, schedule control, and individual project tracking. In contrast, this Strategic Management and Organizational Transformation course addresses enterprise-level corporate strategy formulation, portfolio alignment, operating model design, and systemic cultural change required to execute multi-year business shifts.

How does Strategic Planning differ from Strategy Execution during Organizational Transformation?

Strategic Planning identifies market positioning, competitive advantage, and future goals through analytical models. Strategy Execution translates those strategic choices into actionable balanced scorecards, operating models, governance mechanisms, and behavioral change interventions necessary to realize planned performance across the entire organization.

Why is Strategic Leadership critical for a successful Business Growth Strategy?

A Business Growth Strategy outlines expansion pathways across markets and products. Strategic Leadership ensures executive alignment, secures cross-functional collaboration, allocates capital effectively, and guides employees through the structural and cultural changes required to sustain long-term business performance.

Conclusion

Participants leave the course with a finalized Enterprise Strategy and Transformation Blueprint tailored to their organization. This operational artifact establishes clear alignment between market positioning, strategic balanced scorecards, and cross-functional change roadmaps. Its implementation eliminates strategic ambiguity, accelerates execution timelines, and ensures organizational capabilities directly support long-term enterprise goals.