Enterprise-Wide Strategic Management (ESM) Training Course

28 December 2026 – 1 January 2027
Addis Ababa

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Ref: 24_223242 **Date:** 28 December 2026 – 1 January 2027 **Location:** Addis Ababa **Fees:** 4500 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

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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

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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.