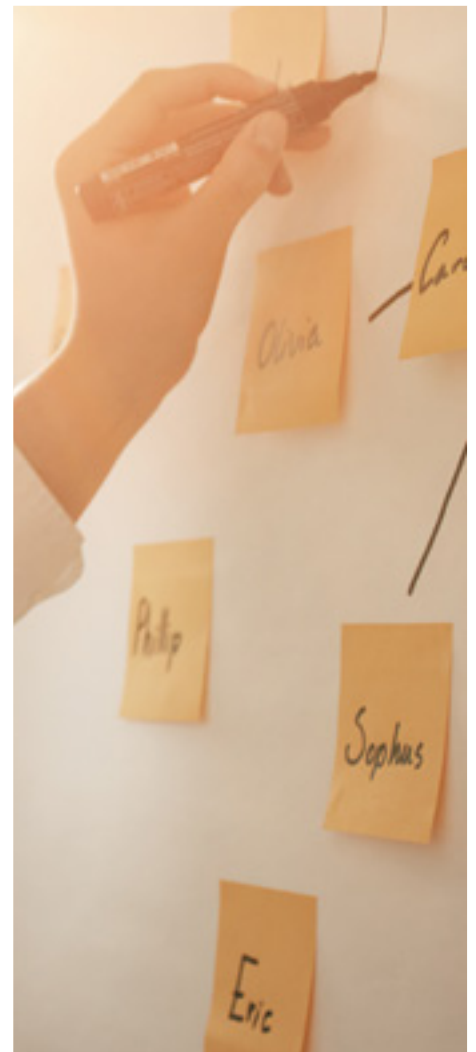
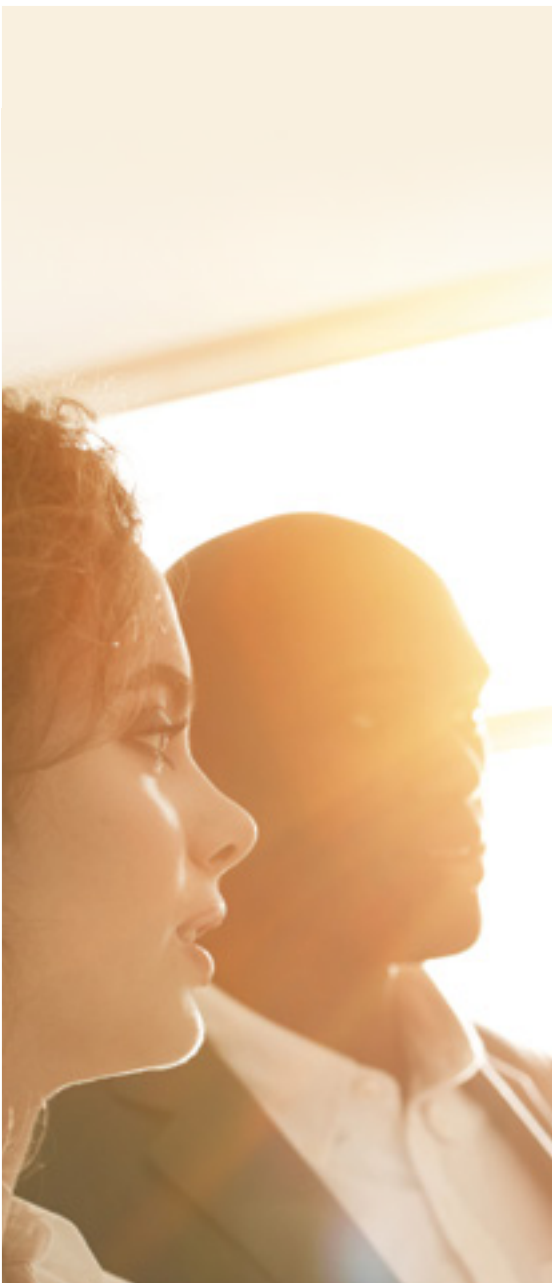


EXECUTIVE EDUCATION > STRATEGY



# Strategy for Non-strategists

Explore the tools, frameworks and concepts used by strategists and develop your understanding of this exciting field.



**22 - 23 October 2019**

ALSO AVAILABLE AS AN IN-HOUSE PROGRAMME

**Gordon Institute  
of Business Science**  
University of Pretoria

This programme is for non-strategists from all disciplines and backgrounds, who want to understand the concepts and language of strategy. It will cover the fundamental tools, techniques and frameworks of strategic management. The focus is on **helping non-strategists to understand the value of strategy** and to embed an ability to constructively participate in strategic processes in an insightful way. The learning approach involves testing key techniques on various case studies and actively critiquing the outcomes.

## Course info

**FACULTY > Mark J Peters:** PDM; PD CoD, MBA, MA(SA), CM(SA); IEDP  
Mark was born and educated in Ireland. He has spent 26 years as a lecturer in strategy and marketing and has received top lecturer awards at GIMT, Henley, WBS and IMM. He has played major roles in business schools, being the director of GIMT and Henley and the head of Exec Ed at WBS. Since 2012, he has run his own consultancy in strategy facilitation.

**FEE > R 14 200** (includes tuition, instruction material, lunches and refreshments and is VAT exempt).

**DURATION > Two days**

**DATES > 22 – 23 October 2019**

### Key focus areas:

- > Strategy in context;
- > Industry and market analysis;
- > Differentiated vs. cost leadership strategies;
- > Strategic value and strategic assets;
- > The nature of competitiveness;
- > Critical thinking skills;
- > Strategy tools and frameworks;
- > Building a strategic plan for your organisation
- > Challenges in designing and executing strategies; and
- > Case study analysis.

### Who should attend?

- This programme has been designed for individuals with a minimum of around five years of working experience and who are new to the concepts of strategy, which includes:
- > Non-strategists wanting to make insightful contributions to strategy;
  - > Individuals wanting to critique and provide constructive feedback in strategy processes;
  - > Managers and functional specialists advocating particular strategic choices within the organisation;
  - > Managers and functional specialists implementing strategic goals;
  - > Business unit heads transitioning from operational to strategic roles; and
  - > Individuals needing a solid foundation in key strategy concepts, tools and frameworks.

### How you will benefit:

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

- > Use selected aspects of the language, processes, techniques, models and frameworks of strategists;
- > Describe how strategy is distinct from, and complementary to vision, mission and values;
- > Understand how strategic techniques fit within the domains of strategic position, strategic choices and strategy in action;
- > Clarify the nature of strategic assets and explain dynamic capability;
- > Describe the concepts of strategic value, alignment and engagement;
- > Evaluate good and bad strategies based on suitability, acceptability and feasibility criteria, and the balanced score card;
- > Understand some of the pitfalls of a strategic process and of implementation;
- > Improve personal and organisational market relevance by understanding paradigms and the concept of Environmental Analysis, Strategic Choice, Implementation and Monitoring & Evaluation.
- > Understand the components and building blocks of a strategic plan for your organization.

## Strategy for non-strategists

Understanding the fundamentals of strategy will equip you with skills to:

- »»» Clearly and articulately define a strategy;
- »»» Understand differing contexts in which strategy design takes place;
- »»» Design a strategy;
- »»» Execute a strategy;
- »»» Measure the impact of a strategy;
- »»» Understand competitiveness;
- »»» Grow organisational performance;
- »»» Grow your capacity as a strategy practitioner; and
- »»» Become more effective as a manager.

For enquiries call **+27 (0)11 771 4159** or email [khoadim@gibs.co.za](mailto:khoadim@gibs.co.za)

This programme can also be offered in-house for your organisation. Enquire about our Study & Stay packages at our on-site illovo Hotel.

