

## STRATEGIC MANAGEMENT

### IN-HOUSE TRAINING

#### WHAT'S INCLUDED

AstroTech Training will provide:

- > A detailed manual/workbook and electronic copy of course material
- > Professional presentation of the course content, case studies and practical exercises
- > One month of free telephonic and e-mail support included
- > Certificate of completion
- > Delivery of course material *(unless otherwise arranged)*
- > Travel and Accommodation for the Facilitator *(if required)*

#### PLEASE WILL YOU PROVIDE:

- > A suitable training venue with data projector
- > White Board and/or Flip Chart and markers
- > Lunch and refreshments daily

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#### ★ COURSE OVERVIEW

Effective strategic management is at the heart of an efficient modern organisation. With organisations facing a continuously changing business landscape, it is extremely important that effective strategic management is continuously applied.

To assist organisations to have the necessary knowledge to allow them to implement effective Strategic Management, AstroTech offers a training programme on "Strategic Management".

The course covers the following key topics:

- > Demystifying strategy
  - > External strategy research
    - > Market research
    - > Consumer research
    - > Product research
    - > Social research
    - > Political research
    - > New technology research
    - > Customer research
    - > Distribution research
    - > Competition research
    - > Legal research
    - > Environmental research
  - > Internal strategy research
    - > SWOT analysis
    - > Customer value proposition
    - > Core competencies
    - > Current performance
  - > Strategy construction
    - > Vision and Mission
    - > Strategy mapping (cause and effect)
    - > Determine behaviour patterns
    - > Setting of objectives (KPA's, KPI's, BSC)
  - > Implementing strategy
    - > Operational planning
    - > Root cause analysis
    - > Change management
    - > Measuring
    - > Review
  - > Tools to assist with implementation
    - > Project management
    - > Business process re-engineering
    - > Quality management
    - > Performance management
    - > New product development
    - > CRM
    - > Supply chain planning
    - > Brand
  - > Continuous strategy development
- ...AND MUCH MORE!



## COURSE INFORMATION



### WHO SHOULD ATTEND

- CEOs, directors and general managers
- Organisation managers in different disciplines
- Strategic managers
- People involved in company strategy
- Anyone with an interest in strategic management



### TAKE HOME TOOLS

- A detailed manual/workbook and electronic copy of course material
- Notepad & pen
- One month of free telephonic and e-mail support included



### OUTCOMES

After attending this course attendees should be able to:

- Understand the many facets involved in strategic management
- Apply the techniques involved in strategic issues
- Successfully implement strategic objectives
- Effectively use the tools available to assist with strategy



### TERMS & CONDITIONS

- **PAYMENTS:**  
Payment terms are **30** (thirty) days from date of course completion. The final invoice will be based on the **confirmed minimum number of delegates** provided as follows:  
**COURSES INSIDE GAUTENG:** At least **SEVEN** working days prior to the course  
**COURSES OUTSIDE GAUTENG:** At least **TEN** working days prior to the course  
Absent delegates are charged for.
- **POSTPONEMENTS:**  
**POSTPONE WITHOUT COSTS:** If you advise us **at least TWO** weeks prior to the course  
**PAY 25% OF THE COURSE FEE:** If you advise us **less than TWO** weeks prior to the course  
**PAY 100% OF THE COURSE FEE:** If you advise us **within ONE** week of the scheduled course  
Once you have postponed, you **cannot** subsequently **cancel** without being liable for the **FULL** course fee.  
A new date convenient to both parties will be agreed upon, however all postponements need to be utilised within **SIX** months of the original scheduled course date.
- **CANCELLATIONS:**  
**CANCEL WITHOUT COSTS:** If you advise us **at least TWO** weeks prior to the course  
**PAY 50% OF THE COURSE FEE:** If you advise us **less than TWO** weeks prior to the course  
**PAY 100% OF THE COURSE FEE:** If you advise us **within ONE** week of the scheduled course
- **PRESENTERS:**  
Should it be necessary, AstroTech Training reserves the right to substitute the presenter.
- **VENUE:**  
If you have chosen to use the AstroTech Conference Centre as the venue for your training, the terms and conditions specific to Conferencing will be provided separately for your acceptance and signature.
- **COMMUNICATION:**  
When a person registers on the AstroTech website, is registered on an AstroTech course or sends an email to AstroTech, that person consents to receiving communications electronically or otherwise from AstroTech and/or its business partners.
- **DISCLAIMER:**  
AstroTech Training will not be held responsible for any loss, damage or harm, direct, indirect, consequential or otherwise and howsoever arising that may be caused to any person or property during the providing of any services by AstroTech to the client.