ADVANCED PROGRAMME IN STRATEGY FORMULATION & COMPETITIVE STRATEGY DEVELOPMENT

Introduction

In today's highly competitive and rapidly evolving business environment, organizations require more than strategic plans—they need winning strategies that create sustainable competitive advantage and long-term organizational value. Many organizations excel at developing strategic plans but struggle to formulate innovative, evidence-based strategies that effectively respond to disruptive technologies, changing customer expectations, market uncertainties, geopolitical shifts, and emerging competitive threats. This advanced programme is designed to equip executives, board members, strategy professionals, and senior decision-makers with the practical skills, analytical frameworks, and strategic thinking capabilities required to formulate high-impact organizational strategies. Participants will learn how to diagnose complex strategic challenges, identify growth opportunities, evaluate strategic alternatives, design competitive strategies, and make informed strategic choices that drive sustainable organizational success. Drawing upon internationally recognized strategic management frameworks developed by leading scholars such as Michael Porter, Henry Mintzberg, Igor Ansoff, W. Chan Kim and Renée Mauborgne (Blue Ocean Strategy), and the Business Model Canvas methodology, the programme provides participants with practical tools for developing corporate, business, functional, innovation, digital transformation, growth, diversification, and sustainability strategies.

Course Objectives

- Apply advanced strategic thinking to complex organizational challenges.
- Generate innovative strategic alternatives using globally recognized frameworks.
- Conduct strategic diagnosis to identify critical strategic issues.
- Evaluate strategic options using quantitative and qualitative techniques.

- Formulate competitive, corporate, business, and functional strategies.
- Apply Blue Ocean, Porter's Generic Strategies, and Ansoff Growth Matrix.
- Design sustainable competitive advantage.
- Develop business models that support strategic growth.
- Formulate digital transformation and innovation strategies.
- Present board-ready strategic recommendations.

Course Modules

> Module 1: Strategic Thinking and Strategic Diagnosis

- Strategic thinking versus strategic planning
- Strategic problem identification
- Diagnosing organizational challenges
- Strategic issue analysis
- Executive strategic decision-making

> Module 2: Strategic Intelligence and Opportunity Identification

- Competitive intelligence
- Industry intelligence
- Customer intelligence
- Emerging opportunities
- Strategic foresight
- Trend analysis

> Module 3: Corporate Strategy Formulation

- Corporate-level strategy
- Portfolio analysis
- Diversification strategies
- Vertical integration
- Strategic alliances
- Mergers and acquisitions

> Module 4: Business-Level Competitive Strategy

- Porter's Generic Strategies
- Competitive positioning
- Differentiation strategies
- Cost leadership

- Focus strategies
- Competitive advantage creation

> Module 5: Growth Strategy Formulation
- Ansoff Growth Matrix
- Market penetration
- Product development
- Market development
- Diversification
- International expansion strategies

> Module 6: Blue Ocean Strategy and Business Model Innovation
- Blue Ocean Strategy principles
- Value innovation
- Strategy Canvas
- Four Actions Framework
- Business Model Canvas
- Innovation strategies

> Module 7: Strategic Choice and Strategy Evaluation
- Evaluating strategic alternatives
- Strategic option appraisal
- Risk-return analysis
- Scenario analysis
- Decision matrices
- Prioritizing strategic choices

> Module 8: Functional Strategy Development
- Marketing strategy
- Financial strategy
- Human capital strategy
- ICT and digital strategy
- Operations strategy
- Sustainability strategy

> Module 9: Formulating Future-Ready Strategies
- Artificial Intelligence strategies

- Digital transformation
- ESG strategy
- Climate resilience
- Innovation ecosystems
- Adaptive strategy

> Module 10: Executive Strategy Laboratory

- Live strategy formulation workshop
- Strategy simulation
- Corporate case analysis
- Board presentation of strategy
- Executive critique session
- Development of an organizational strategy blueprint

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