



SETTEC
THE TRAINING HOUSE!

EFFECTIVE STRATEGIC MANAGEMENT

Introduction:

Effective Strategic Management gives the participants a firm foundation in the concepts and practices of strategic management, along with analysis and evaluation matrices.

The course is organized into four main sections dealing with strategic analysis, strategic formulation, organizational infrastructure, and implementation challenges. Specific topics include internal and external environment analysis; functional, business-level, and corporate strategies; the TOWS Matrix, SFAS, BCG Growth Share Matrix, Lewin's Theories; and organizational culture, change management, and leadership.

The course includes exercises at the end of each day, giving participants the opportunity to see how target theories and concepts are applied. Participants learn how to write and analyze their case studies, conduct internal and external analysis, formulation, implementation, and evaluation.

Objectives:

- Understanding the concepts of Strategic Management, and knowing the right methods of setting & aligning strategies, implementing, monitoring, and evaluating them.
- Recognizing and Integrating between: Corporate, Business, & Functional Strategies.
- Setting Relation between:
 - Strategic Thinking concepts and Strategic Management.
 - Analysis, Formulation, Implementation, & Evaluation of Strategies.
 - Strategies and Org Structures.
 - Strategies and Organizational Culture.
 - Successfully Applying the strategic management phases on different challenges and situations, and develop ability to assess it.



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Contents:

Day 1: EXPERIENCING YOUR POTENTIALS

- Thinking Strategically
- Strategic Management Terms, Benefits & Killers.
- Understanding the external environment.
- Scanning the internal data.
- Proper Analysis of the collected Data.
- Building on the Scanning Results to develop effective strategy basis.
- Day 1 Exercise.

Day 2: DEFINING YOUR APPROACH

- Strategy Selection Process.
- Identifying Generic and Corporate Strategies
- Setting Business Strategies.
- Following Functional Strategies.
- Avoiding Dumb Strategies.
- Day 2 Exercise.

Day 3: FOSTERING YOUR SYSTEM

- Understanding the effect of Ownership Structure.
- Building the right corporate structure based on strategy.
- Identifying Structural Mistakes.
- Matching the right corporate culture and behaviour.
- Recognizing Organizational Challenges.
- Day 3 Exercise.

Day 4: ENSURING THAT YOU ARE DOING IT RIGHT

- Identifying Implementation Workgroups
- Recognizing Implementation Challenges
- Recognizing Change Challenge
- Managing Resistance to Change
- Ensuring the monitoring pace.
- Using the right evaluation tools.
- Day 4 Exercise.



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Target Group:

- Strategic Management / Planning current and potential practitioners.
- Upper and Middle Management of the organizations.
- Jobs concerned with Planning and follow up.
- Those interested in Strategic Thinking applications.

Trainer:

Dr. Mohamed Aly A.Fattah is a distinguished lecturer at the School of Business at the American University in Cairo. He is a certified trainer and management consultant in the fields of Strategic Management, and Organizational Development. His doctrine thesis was about “the Effect of Culture on the Implementation of Strategy; Comparative study between UK and Arab Region”.

Mohamed is a renowned figure in this field in Egypt and the region delivering more than 500 trainings to 10,000+ participants in the Middle East, & United Kingdom throughout his 20 years of experience. In addition, Mohamed has published articles and contributions in different conferences in UK, Europe, & the Middle East. He is currently as well the Vice-Chairman of Nahdet El Mahrousa association.

Full Profile: <http://eg.linkedin.com/in/mohaly>

Language:

- The materials for the trainees will be in English.
- The language of instruction will be in English / Arabic.