

Strategy Formulation

August 05 – 06, 2024

PIM, Karachi

Rs. 31,000/=

Course Description

Globalization, the integrated internationalization of markets and corporations, has changed the way modern corporations do business. Since, the World Is Flat, jobs, knowledge, and capital are now able to move across borders with far greater speed and far less friction. As a result, strategic management is becoming an increasingly important way to keep track of international and local developments and position of a company for its long term competitive advantage. This seminar has been designed to introduce various diagnostic tools and techniques for organization, industry, economy, and environment analysis. The analysis will lead to strategy formulation techniques and implementation process. Factors having influences on strategy success or failure in the local environment would be highlighted.

LEARNING OUTCOMES

- To establish competitive mindset.
- To learn various analytic tools for strategy formulation.
- To learn about strategy execution process.
- To learn about strategy evaluation and its importance.
- Identifying reasons for strategy failures.

COURSE CONTENTS:

- Understanding strategic management framework
- Forming a strategic thinking
- Evaluating the strategy building blocks
- Developing strategic management process
- Diagnostic tools for strategy formulation
- Techniques for strategic analysis
- Steps in strategy formulation
- Ingredients for successful strategy execution
- Barriers to strategy implementation
- Reasons for strategy failures

TARGET AUDIENCE:

This training program is designed for middle and senior level professionals engaged or to be engaged in the process of strategy development, long term business plans, and creating competitive advantage for their organization.

FOR DETAILS AND REGISTRATION

PIM, Karachi: Management House, Shakra-e-Iran, Clifton, Karachi 75600
Voice Dir: (+9221) 9925 1718, 9925 1680, E-Mail: program@pim.com.pk