

Strategic Planning and Implementation

Acquire a framework for your company to grow, compete and succeed

Designed for:

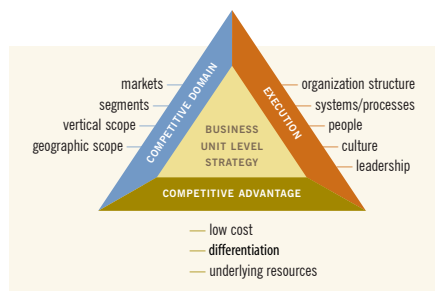
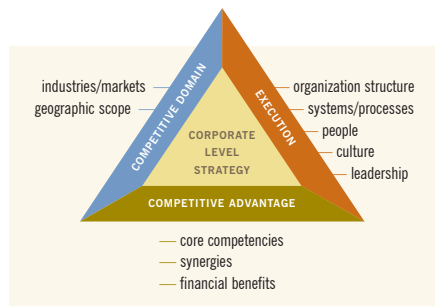
- Senior-level managers who have or will have responsibility for strategic planning and decision-making in your organization
- Vice presidents, general managers, or corporate or business planners
- Directors of a functional area in marketing, operations, or finance

Takeaways

Participants in this five-day, intensive program will explore a broad set of strategic management issues that include growth strategies, global competitive strategies, vertical relationships and the strategic planning process. Explore emerging issues in the global economy, acquire a framework for analysis and implementation, and strengthen your firm's strategic objectives.

Unique Feature

Strategy can be conceptualized at two levels in a company: at the corporate (or headquarters) level and at the strategic business unit level. At each level, strategy consists of three elements: where to compete, how to compete and how to execute the strategy. The seminar develops this framework, represented below, and uses several case studies to illustrate its application.



Program Focus

Competitive Strategy

- Industry structure analysis
- Competitive forces
- Value chain management
- Competitor assessment
- Sources of competitive advantage
- Core competencies

Customer Satisfaction

- Importance of customer satisfaction
- Customer loyalty and retention
- Improving customer satisfaction
- Partnering with customers

Planning Process

- Characteristics of an effective process
- Pitfalls in strategic planning
- Components of a strategic plan
- Roles and responsibilities

Strategies for Growth

- Organic growth
- Mergers and acquisitions
- Strategic alliances
- Synergies and core competencies
- Managing growth

“Excellent program.

Talented instructors, focused format, good materials. I look forward to another program and recommend this one.”

Patrick DeLong
Vice President, Planning
Robert Mondavi Corporation

Global Competition

- Emerging patterns of global competition
- Structure of global industries
- Global versus multidomestic
- Successful strategies
- Building a global organization

Executing Strategy

- Link to strategy
- Organizational structures
- Horizontal integration
- Process perspective
- Process re-engineering
- Vertical relationships
- Managing strategic change
- Leadership

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