



## LEADERSHIP & STRATEGY

# LE7 Business Strategy and Change

In today's complex business landscape, the ability to adapt and redefine strategy is paramount for sustained success. This course offers a comprehensive exploration into strategic management and the dynamic nature of organisational change. Participants will gain profound insights into formulating, implementing, and revising business strategies to navigate the complexities of the market and foster organisational growth. Through a blend of theory and practical application, this course ensures delegates are well-prepared to lead their organisations toward competitive advantage and operational excellence.

## Course Information

**Duration:** 5 days

**London (£4950):** 14th July 2025, 8th September 2025, 27th October 2025, 15th December 2025, 9th March 2026, 18th May 2026, 13th July 2026, 7th September 2026, 26th October 2026, 14th December 2026

**Dubai (£4950):** 15th September 2025, 15th December 2025

**Barcelona (£4950):** 21st July 2025

**Kuala Lumpur (£4950):** 18th August 2025

**Companies nominating 3 or more delegates to attend the same programme will enjoy a special discount on the course fees.**

Upon completion of one of our CPD certified courses, delegates will be awarded both an LMC certificate and a CPD certificate. No examination required.

## Who is the course suitable for?

This course is specifically designed for Senior Managers, Directors, and Department Heads who are integral to their organisation's strategic direction and legacy. It is ideal for those seeking to enhance their strategic decision-making capabilities and lead transformative change effectively. Participants will benefit from a deep dive into advanced strategies and change management, aligning business practices with long-term objectives.

## **Course profile**

### **Assessing the Strategic Landscape**

- Conducting comprehensive environmental scans
- Identifying stakeholder needs and influences
- Evaluating organisational resources and capabilities
- Understanding VMOST for strategic alignment
- Analysing current business strategy and identifying gaps

### **Crafting Strategic Directions**

- Framing the strategic vision and mission
- Setting organisational objectives and key results (OKRs)
- Developing key success factors (KSFs) and performance indicators (KPIs)
- Mapping strategic priorities and initiatives
- Aligning departmental roles with strategic goals

### **Strategy Operationalisation**

- Formulating operational strategies to support the strategic vision
- Constructing a strategic roadmap for execution
- Planning resource allocation for strategic initiatives
- Establishing effective communication plans for strategy rollout
- Conducting strategy execution workshops

### **Leading Organisational Change**

- Applying Kotter's 8-Step Process for leading change
- Managing and leading change across organisational boundaries
- Building and leading a strategic leadership team
- Monitoring change impact on operational metrics
- Reinforcing change and organisational commitment

### **Overcoming Resistance to Change**

- Recognising and addressing the psychological impacts of change
- Leading teams through various stages of change
- Developing resilience and adaptability in teams
- Crafting strategies to enhance employee engagement with change

- Reviewing and adapting change strategies for continuous improvement

## Competencies

**At the end of this course, delegates will be able to:**

- Analyse and interpret complex business environments to inform strategic direction.
- Develop and articulate clear strategic visions and roadmaps.
- Align organisational structures and resources with strategic objectives.
- Implement and communicate strategic plans effectively across diverse teams.
- Lead and manage organisational change with confidence and authority.
- Apply practical frameworks like VMOST and Kotter's 8-Step Process to real-world scenarios.
- Overcome resistance to change by employing effective psychological and managerial strategies.
- Monitor and adapt strategies in response to operational feedback and new challenges.

## Course Booking

Call us: +44 (0) 207 724 6007

Email us: [training@lmcuk.com](mailto:training@lmcuk.com)

[www.lmcuk.com](http://www.lmcuk.com)

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