

## Strategic Decision Making

*Kuala Lumpur (Malaysia)*

*8 - 12 July 2024*

UK Training

# PARTNER



## Strategic Decision Making

Code: LM28 From: 8 - 12 July 2024 City: Kuala Lumpur (Malaysia) Fees: 3900 Pound

### Introduction

The Advanced Strategic Decision-Making course is designed to provide participants with a comprehensive understanding of strategic decision-making processes in a modern business environment. This course introduces advanced concepts and techniques to enhance decision-making skills, enabling participants to make informed and effective strategic choices.

### Course Objectives

- Understand the complexities and challenges of strategic decision making in the modern business landscape.
- Develop analytical thinking and problem-solving skills to make sound strategic decisions.
- Learn advanced decision-making frameworks and tools to evaluate strategic alternatives.
- Enhance understanding of risk management and uncertainty in strategic decision making.
- Explore techniques for aligning strategic decisions with organizational goals and objectives.
- Develop skills to communicate and present strategic decisions effectively to stakeholders.

### Course Outline

#### Day 1

##### Foundations of Strategic Decision Making

- Introduction to strategic decision making
- Importance of strategic decision making in modern business
- Key concepts and theories in strategic decision making
- Analyzing the external environment: PESTEL analysis, industry analysis
- Analyzing the internal environment: SWOT analysis, resource analysis

#### Day 2

##### Decision-Making Process and Models

- Understanding the decision-making process
- Rational decision-making models
- Behavioral decision-making models
- Group decision-making techniques
- Ethical considerations in strategic decision making

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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### Day 3

#### Advanced Decision-Making Techniques

- Game theory and strategic decision making
- Decision trees and scenario analysis
- Real options analysis
- Simulation and modeling in strategic decision making
- Quantitative decision-making techniques

### Day 4

#### Risk Management and Uncertainty

- Understanding risk and uncertainty in strategic decision making
- Risk assessment and analysis
- Decision-making under uncertainty
- Monte Carlo simulation
- Sensitivity analysis and decision support tools

### Day 5

#### Implementing and Communicating Strategic Decisions

- Strategic alignment and implementation
- Change management and overcoming resistance
- Communicating strategic decisions to stakeholders
- Developing persuasive presentations
- Monitoring and evaluating strategic decisions

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