

Professional Certificate in Strategic Awareness and  
Business Acumen

*Amsterdam (Netherlands)*

*12 - 16 August 2024*

UK Training

**PARTNER**



# Professional Certificate in Strategic Awareness and Business Acumen

Code: LM28 From: 12 - 16 August 2024 City: Amsterdam (Netherlands) Fees: 4200 Pound

## Introduction

The Professional Certificate in Strategic Awareness and Business Acumen is an intensive and cutting-edge course designed to equip participants with the essential knowledge and skills required to navigate the complex and dynamic business landscape of today. This course provides a comprehensive understanding of strategic awareness and business acumen, enabling participants to make informed decisions, formulate effective strategies, and drive organizational success.

## Objectives

- **Develop Strategic Awareness:** By the end of the course, participants will have a deep understanding of strategic thinking and the ability to analyze internal and external factors influencing business performance. They will be able to identify current and emerging industry trends, assess competitive landscapes, and anticipate future challenges and opportunities.
- **Enhance Business Acumen:** Participants will develop a holistic understanding of business operations, including finance, marketing, operations, and human resources. They will gain the skills to interpret financial statements, analyze market data, evaluate operational efficiency, and understand the impact of various business functions on organizational performance.
- **Foster Critical Thinking:** The course emphasizes the development of critical thinking skills necessary for effective decision-making. Participants will learn to evaluate complex situations, assess risks, and consider multiple perspectives to make informed and timely decisions. They will also explore creative problem-solving techniques to address business challenges.
- **Cultivate Leadership Abilities:** Participants will gain insights into effective leadership styles and practices that drive organizational success. They will learn to inspire and motivate teams, foster collaboration, and navigate organizational dynamics. The course will also cover topics such as change management, negotiation, and conflict resolution.
- **Apply Strategic Principles:** Through case studies, simulations, and practical exercises, participants will have the opportunity to apply strategic principles and business acumen to real-world scenarios. They will develop the skills to formulate and implement strategic plans, assess performance metrics, and adapt strategies in response to changing market dynamics.

## Course Outline

## Day 1

### Introduction to Strategic Awareness and Business Acumen

- Understanding strategic awareness and its significance in the business context
- Exploring the elements of business acumen and its impact on decision-making
- Analyzing the current business landscape and identifying emerging trends
- Assessing the impact of internal and external factors on organizational performance

## Day 2

### Financial Acumen and Analysis

- Interpreting financial statements and analyzing key financial ratios
- Understanding the principles of budgeting, forecasting, and financial planning
- Evaluating investment opportunities and assessing the financial viability of projects
- Identifying financial risks and implementing risk mitigation strategies

## Day 3

### Marketing and Market Analysis

- Analyzing market dynamics, customer behavior, and competitive landscapes
- Developing effective marketing strategies and positioning tactics
- Understanding the role of branding, pricing, and distribution channels in business success
- Conducting market research and utilizing data-driven insights for decision-making

## Day 4

### Operational Excellence and Efficiency

- Evaluating operational processes and identifying opportunities for improvement
- Applying lean principles and quality management techniques to enhance efficiency
- Managing the supply chain and optimizing logistics for cost-effective operations
- Leveraging technology and digital transformation for operational excellence

## Day 5

### Strategic Decision-Making and Leadership

- Applying strategic frameworks and tools to make informed decisions
- Developing leadership skills to inspire and motivate teams
- Managing change and leading organizational transformation
- Negotiating effectively and resolving conflicts in a business context

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