



LEADERSHIP AND MANAGEMENT DEVELOPMENT

Fundamentals of Strategic Management

3 day course

Classroom, online or in-house

Course overview

Managers are asked to contribute to strategy and to implement it, usually without ever being taught what a strategy is, which is why so many plans are a list of everything the organisation intends to keep doing. This course provides the grounding. Delegates work through what distinguishes a strategy from a plan or an aspiration, external analysis of industry, competition and the forces that set profitability, and internal analysis of capability and what an organisation is genuinely good at. Competitive positioning and the choice to be different rather than better follow. Objectives, initiatives and the cascade into a function are covered. Implementation and the reasons strategies fail are addressed. Monitoring, review and adjusting course are covered. The course closes on contributing usefully to strategy from inside a function.

What you will learn

- Distinguish a strategy from a plan or an aspiration
- Analyse industry, competition and the forces setting profitability
- Assess internal capability honestly
- Position by being different rather than incrementally better
- Translate strategy into objectives and initiatives for a function
- Recognise the common reasons implementation fails
- Monitor, review and adjust course without abandoning direction

Who should attend

- Middle managers contributing to strategic planning
- Business analysts and planning officers
- Functional heads new to strategy work
- Entrepreneurs formalising business strategy for growth

Course outline

- 01 A list of everything you intend to keep doing
- 02 What makes something a strategy
- 03 Industry and competitive analysis
- 04 Forces that set profitability
- 05 Internal capability analysis
- 06 Positioning and being different
- 07 Objectives, initiatives and cascade
- 08 Implementation failure, monitoring and adjustment

Upcoming dates

Dates	Venue	Format	Fee per delegate
11 to 13 January 2027	Harare, Zimbabwe	Classroom	USD 995
8 to 10 March 2027	Online	Online	R6,500
22 to 24 March 2027	Lusaka, Zambia	Classroom	USD 995

Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia,



Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriScience.co.za, or WhatsApp us on **+27 63 479 1136**.

AfriScience Group | +27 61 536 6531 | info@afriScience.co.za | Pretoria, Gauteng, South Africa