



## Strategic Awareness and Business Acumen

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## **Strategic Awareness and Business Acumen**

**5 days training course**

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**For detailed information on training course dates, please click the link:**

**[Strategic Awareness and Business Acumen.](#)**



## Introduction

This practical training course focuses on enhancing strategic thinking and business acumen. Participants will gain the skills needed to navigate 21st-century challenges, improve decision-making processes, and sharpen their ability to lead organizations strategically. The course equips professionals with essential tools for aligning business strategies with real-world goals, ensuring they can effectively implement and communicate strategy across the organization.

## Who Should Attend?

This course is designed for professionals who are responsible for strategic decision-making and implementation within their departments or organizations. It is particularly beneficial for:

- **Functional Managers**
- **Supervisors with increasing strategic responsibilities**
- **Managers transitioning into senior, strategic roles**
- **Managers seeking innovative strategies for business development**
- **Managers who want to refresh their business acumen and strategic management skills**

## Course Objectives

By the end of this course, participants will:

- Understand the role of strategic thinking in modern business environments.
- Develop skills in business management, leadership, and strategic decision-making.
- Gain financial literacy to support strategic decisions.
- Learn how to communicate and implement strategies effectively across their organization.
- Build critical problem-solving skills to navigate business complexity and uncertainty.



## **Course Outline:**

### **Day 1: Understanding the Business Process**

- **Adapting to 21st-Century Business Challenges**
- **Psychological Aspects of Decision Making**
- **Strategic Thinking: Who, How, When & Why**
- **Case Studies: Strategy Success and Failure**
- **Business Savvy and Business Sense**
- **Financial Literacy for Business Leaders**
- **Business Management and Leadership**

### **Day 2: Strategic Management Skills**

- **Leadership Theories & Styles**
- **Attributes of Successful Leaders**
- **Strategic Skills: Traits or Contextual?**
- **Visioning, Communicating & Framing Strategy**
- **Team and Organizational Perspectives on Strategy Implementation**

### **Day 3: The Strategic Process**

- **External Change Impact: Competition, Technology, Regulation**
- **Innovation Strategies: Blue vs. Red Ocean**
- **The Strategy Hierarchy**
- **Making Strategies Happen**
- **Reacting to Disruptive Competition**

### **Day 4: Developing Business Acumen**

- **Dimensions of Business Issues**
- **Managing Business Complexity and Uncertainty**
- **Mindfulness and Resilience in Business**
- **Financial Understanding and Interpretation**
- **Key Stakeholder Analysis**
- **Competitive Strategies for Success**
- **Problem Solving and Decision Making**
- **Avoiding Common Strategic Pitfalls**

## **Day 5: Strategy Implementation and Communication**

- **Challenges of Mergers & Acquisitions**
- **Testing Strategic and Business Models**
- **Developing Profit Improvement and Growth Strategies**
- **Strategic Execution: Budgeting, Forecasting, and Adjusting Strategies**
- **Aligning Corporate and Individual Objectives**



## DOCUMENTATION

The **MTC team** has meticulously prepared **high-quality training materials** for distribution to all delegates.

## CERTIFICATES

An **accredited Certificate of Completion** will be awarded to participants who successfully attend and complete the program.

## SCHEDULE

Course sessions are scheduled as follows:

- **Morning Session:** 09:00 AM – 1:00 PM
- **Afternoon Session:** 01:00 PM – 05:00 PM

## REGISTRATION & PAYMENT

To register, please complete the **registration form** available on the course page and submit it with your **preferred payment method**. Alternatively, you can contact us via **email or WhatsApp** for assistance.

## TRAVEL & TRANSPORT

We ensure a **seamless travel experience** by providing **airport-hotel-airport** transfers for all participants.