



INSTITUTE FOR STRATEGIC LEADERSHIP

ISL | MBATM

PROGRAMME STRUCTURE AND CONTENT

Three Modules ~ Monday (5 pm) to Friday (4:30 pm)

During the three modules, strategy will be viewed through six different lenses:

- 1:** Start-ups
- 2:** Growth phase
- 3:** Initial Public Offering phase
- 4:** Large public-listed multi-nationals
- 5:** Turn-around Phase
- 6:** Not-for-Profits / Government organisations

Cases will be used to provide a vehicle for experiential learning and integration of commercially relevant functional management concept and skills.

Experts, tutors and practitioners will present tutorials. Case panel members will evaluate case presentations and share their experience.

CONTENT:

The following theory and concepts will be covered through the programme:

Strategy concepts

- Strategic Analysis Toolkit
- Realigning your organisation to its new strategic intent
- Value Creation & Growth Option Strategies
- Creating & Reviewing Business Portfolio
- Business Model & Entry Strategies
- Scenario planning & Blue Ocean Strategies
- Systems Thinking
- Linking Strategy to Performance Outcomes
- Leading Change

Marketing concepts

- Evaluating market opportunities/risks and targeting
- Growth strategies and portfolio management
- Value creation
- Competitive positioning and branding
- Developing market focused organization

ISL | MBA™ Programme Structure Continued

- Scenario planning & Blue Ocean Strategies
- Systems Thinking
- Linking Strategy to Performance Outcomes
- Leading Change

Finance concepts

- Structure of P&L, Balance Sheet and Cash Flow
- Break-even analysis
- Financial modeling
- Measuring value and creation
- Capital-at-Risk & Risk-and-Return
- Budgeting and Managing Costs

People concepts

- Stakeholder Analysis
- Performance Management
- Managing upwards, horizontally and downward
- Organisation structure
- Ethical consideration and dilemmas

KEY FEATURES:

- Strategy Theory and Concepts
- Strategy Process
- Experiential learning & integration
- Commercially relevant
- Participants are 'CEO-tested'
- Results action and outcomes focused
- Time to apply and use between sessions

AT THE END OF THE PROGRAMME YOU WILL HAVE:

- The ability to think, analyse and implement at the strategic CEO level
- Knowledge of the 'strategic questions' to ask of functional managers
- Confidence in presenting and defending your strategies to Boards and Analysts

take the step | up®